

Japanese Beetle Quarantine To Be Maintained

AMERICAN NURSERYMAN

AMERICAN NURSERY TRADE BULLETIN

Chief Exponent of the American Nursery Trade

VOL. LV No. 12

JUNE 15, 1932

Per Copy 15c

"PROSPERITY is
Let Us —just around the corner"

help
 You
find and
catch it!

S. & H.
GOOD
STOCK

is the
best bait
to catch

 GOOD BUSINESS



DEPARTMENTAL . . .
COMPLETE SUPPLY

1500
acres

BULLETIN NO. 1
DEPRESSION PRICES

39 STATE ST.



ROCHESTER, N. Y.

American Fruits Publishing Co.

Write for Samples and Price List

SAXOLIN

DUPLEX
CRINKLED

COSTS
LESS THAN
BURLAP

DOES A
BETTER JOB

MAKES
CLEAN - NEAT
BUNDLES

KEEPS THE
MOISTURE IN



We will send full size working samples that will prove in your own shipping room that **SAXOLIN** is superior to any other wrapper for retaining dirt and moisture around the roots and delivering a clean, attractive package.

SAXOLIN is two sheets of kraft paper cemented with asphalt filler and crinkled to stretch and conform to shape of bundle.

It's waterproof—tough and easy to handle.

If you are using any special size material for wrapping tell us the size and we will send samples. Try **SAXOLIN** now and be ready for your next shipping season.

CHASE BAG Co.

Specialty Dept. :: Cleveland, Ohio

"THE AMERICAN LINE"

AMERICAN NURSERYMAN

AMERICAN NURSERY TRADE BULLETIN

AMERICAN FRUITS PUB'C COMPANY

Leading Publications in Their Fields

P. O. Box 124, ROCHESTER, N. Y., 39 State St.

24 Issues for \$45

A Whole Year's Advertising
Covering the Trade

¶ Is your business able to maintain a display sign the year around before the entire Nursery Trade? You can do it for above rate, commencing now, in

AMERICAN NURSERYMAN

Published Semi-monthly, on 1st and 15th

Goes every month into every state in the Union

THIS SIZE SPACE

\$2.10 Per Issue

Under Yearly Term \$1.90

The Preferred Stock

NO!

It's Not Too Late

Send in your orders. Our stock assortment is in very good shape and we're in a position to handle all orders with true J & P quality and service. The late season has benefited many and there's still a lot of business to be had.

Write or wire your requirements now.

—JACK & PERK

Jackson & Perkins Company
Wholesale Only
Newark, New York.

1847



1932

A complete line of trees, shrubs, evergreens and fruits.

Write for a circular on our new automatic planting machine.

THE MONROE NURSERY

I. E. ILGENFRITZ' SONS COMPANY
Monroe, Michigan

Wayside Gardens

HARDY PERENNIAL PLANTS
EXCLUSIVELY

Write for Trade List

THE **WAYSIDE GARDENS CO.**
MENTOR, OHIO

DIRECTORY OF NURSERY TRADE ASSOCIATIONS OF AMERICA

American Association of Nurserymen—Charles Sizemore, Secy., Louisiana, Mo. July 19-21, 1932; West Baden Springs, Ind.

Alabama Nurserymen's Association—H. A. Pauly, Secy., Birmingham.

Arkansas Nurserymen's Ass'n.—W. M. Moberly, Secy., Sulphur Springs. 1932: Fayetteville.

California Assn. of Nurserymen—Henry W. Kruckeberg, Secy., 340 S. San Pedro St., Los Angeles, Cal. Sept. 22-24, Riverside, Cal.

Connecticut Nurserymen's Association—A. E. St. John, Secy., Manchester.

Eastern Canada Nurserymen's Association—Chas. K. Baillie, Secy., Box 158, Welland, Ontario.

Eastern Nurserymen's Association—Russell Harmon, Stroudsburg, Pa.

Fruit and Flower Club of Western New York—W. R. Welch, Secy., Geneva, N. Y.

Illinois Nurserymen's Association—Miles W. Bryant, Secy., Princeton.

Iowa Nurserymen's Association—C. C. Smith, Secy., Charles City.

Long Island Nurserymen's Association—H. Fiel, Secy., Lynbrook, L. I.

Ass'n of Kansas Nurserymen—Charles Scott, Secy., Topeka.

Kentucky Nurserymen's Association—Alvin Kidwell, Secy., Sparta.

Massachusetts Nurserymen's Association—Winthrop H. Thurlow, Secy., West Newbury.

Michigan Association of Nurserymen—N. I. W. Kriek, Secy., Lansing.

Minnesota Nurserymen's Association—W. T. Cowperthwaite, Secy., 20 W. Fifth St., St. Paul.

Mississippi Nurserymen's Association—M. B. Allen, Secy., Lilydale Nurs., Long Beach.

Missouri Nurserymen's Association—William A. Weber, Secy., Afton.

Nebraska Nurserymen's Association—Ernst Herminghaus, Secy., Lincoln.

New England Nurserymen's Association—W. N. Craig, Secy., Weymouth, Mass.

New Jersey Association of Nurserymen—Fred D. Osman, Secy., New Brunswick.

New York Nurserymen's Association—Charles J. Maloy, Secy., Rochester.

Northern Retail Nurserymen's Association—H. G. Loftus, Secy., 19 Arthur Ave. S. E., Minneapolis, Minn.

Ohio Nurserymen's Association—G. Walter Burwell, Secy., 4060 E. Main St., Columbus.

Oklahoma Nurserymen's Association—Mrs. W. E. Rey, 5310 Belle Isle Ave., Okla. City.

Oregon Nurserymen's Ass'n.—Eldon Dering, Secy., Peterson & Dering, Portland.

Pacific Coast Association of Nurserymen—C. A. Tonneson, Secy., Burton, Wash. Aug. 30-31, Sept. 1, 1932, Portland, Ore.

Pennsylvania Association of Nurserymen—H. L. Haupt, Hatboro, Pa.

Rhode Island Nurserymen's Association—V. A. Vanicek, Secy., Newport.

Rio Grande Valley Nurserymen's Assn.—H. L. Bonnycastle, secy., Mercedes, Tex.

Rocky Mountain Nurserymen's Assn.—Chas. C. Wilmore, Secy., Box 382, Denver.

South Dakota Nurserymen's Association—J. B. Taylor, sec'y., Ipswich.

Southern Alabama Nurserymen's Ass'n.—W. H. Pollock, secy., Irrington.

Southern California Nurserymen's Ass'n.—Chas. N. Keiter, Secy., 159 So. Balm Dr., Beverly Hills, Cal. Hold monthly meetings.

Southern Nurserymen's Association—W. C. Daniels, Secy., Charlotte, N. C. 1932: August 24-25, Chattanooga, Tenn.

South Texas Nurserymen's Ass'n.—R. H. Bushway, Secy., 304 McGowen Ave., Houston.

Southwestern Nurserymen's Association—Mrs. Thomas B. Foster, Secy., Denton, Tex.

Tennessee Nurserymen's Association—Prof. G. M. Bentley, sec'y., Knoxville.

Twins City Nurserymen's Association—J. Juell, secy., Hoyt Nurs., St. Paul, Minn.

Virginia Nurserymen's Association—W. N. Roper, Secy., Petersburg. August 15, Roanoke.

Western Association of Nurserymen—George W. Holsinger, Secy., Rosedale, Kan.

Western Canada Nurserymen's Association—T. A. Torgeson, Secy., Estevan, Sask.

Wisconsin Nurserymen's Association—M. C. Hepler, sec'y., Pardeeville.

Directory American Plant Propagators

Listing Nursery Concerns Specializing in Production of Young Stock

American Plant Propagators' Association, Organized in 1910, Will Hold Its Fourteenth Annual Meeting in Chicago, Ill., Hotel Stevens, July 18th.

TAXUS CUSPIDATA CAPITATA

THE ONLY HARDY UPRIGHT YEW
Should supersede Arborvitae for hedge purposes

AZALEAS (EVERGREEN & DECIDUOUS)

MAGNOLIAS Large Flowering

RHODODENDRON HYBRIDS

and other scarce items.

Send us your list of requirements with full particulars as to quantities, varieties and sizes.

BOBBINK and ATKINS
Rutherford, N. J.

EVERGREENS
SEEDLINGS and TRANSPLANTS
FOR LINING OUT

Write for Our Price List

THE NORTH-EASTERN FORESTRY CO.

"We Grow Our Own Trees"

CHESTER, CONNECTICUT

OUTSTANDING SPECIALTIES

Native Plant Material

PERENNIALS—LINING OUT STOCK
and 400 Acres of the best in
ORNAMENTALS . . . TREES
SHRUBS . . . EVERGREENS
ROCK GARDEN PLANTS
Write for catalogue and lists.

NAPERVILLE NURSERIES, Naperville, Ill.

Cuthbert RASPBERRY PLANTS

Strictly mosaic-free plants suitable for foundation stock. Have passed three inspections this year.

GEORGE D. AIKEN
PUTNEY, VERMONT

IF YOU GROW Lining-Out Stock

You should be represented in this department regularly.

Write for advertising rate

AMERICAN NURSERYMAN
Chief Exponent of the Trade

IF YOU plant
Tennessee Natural Peach Seed
you will not be sorry. Reliable and Dependable. Write for prices on 1931 crop. 6000 to 7000 seeds to the bushel (50lb.).

Southern Nursery & Landscape Co.
Winchester, Tennessee

PEACH PITS

THE
Howard-
Hickory
Company
Hickory, N. C.

CLARK'S PARAPIN WAX

AN ELASTIC PARAFFINE COATING SEAL—USED IN ORCHARD, FARM AND NURSERY
For Dipping ROSE BUSHES, ORNAMENTAL TREES and SHRUBS, DAMIA BULBS, etc.
Repels ROBOTS and BORERS—REDUCES SUN SCALD—RAFTING and BUDGING
For information and NEW LOW PRICES, WRITE

WALTER E. CLARK & SON

MILFORD, CONN.

C. R. BURR & COMPANY, INC. Manchester, Conn.

BULLETINS MOVING
FREQUENTLY WITH SOME
LOW PRICES

SEEDS

HERBST BROTHERS, Inc.

Agents for T. SAKATA & CO.

92 Warren St. NEW YORK

Loose Leaf Plate Book

Special Sample Price \$1.50

ALSO COLORED PRINTS

PROCESS COLOR PRINTING CO.
Searle Bldg. ROCHESTER, N. Y.

Are you preserving your copies of the
AMERICAN NURSERYMAN? They are of
unequalled historic value.

LESS THAN FOUR CENTS A WEEK—Issued 1st and 15th of each month. The National Journal of Commercial Horticulture. National and international circulation. Reaching every state in the Union. Journal appreciated by upward of 2500 Nursery readers. Subscription: \$2.00 per year; two years for \$3.00. A one-inch advertisement for \$2.10; under yearly term, \$1.90.

AMERICAN NURSERYMAN

Chief Exponent of the Nursery Trade

A New Steel Flooring

Believe the announcement by the Mellon Institute of Industrial Research, Pittsburgh, regarding the development of a new steel flooring should prove of interest to Nurserymen in their construction or remodeling of office buildings, storage and packing houses, etc.

This flooring, it is stated, consists of slabs, 24 inches wide and up to 12 feet 5 inches in length at present, that are fabricated by performing two steel sheets and subsequently welding them together in the plane above the neutral axis. A cross-section taken through the width of a completed unit shows four keystone-shaped cells, all connected together near the neutral axis. These four ducts, which constitute each unit, are spaced at six-inch intervals and connect directly, when installed, with the corresponding ducts of the adjacent section of floor slab. This arrangement is described as enabling the utilization of the new floor not only as an efficient load-carrying member, but also as a multiple floor-duct system for handling all types of electrical lines. Such a grouping of parallel cells with six-inch spacing is claimed to permit, at any time, the installation of electrical outlets within a radius of three inches from the exact location required, thus providing permanent electrical flexibility and precluding electrical obsolescence.

It is said that the keystone slab can be installed with ease and rapidity; that it can be bolted, clipped, or welded into place across the structural members, affording a working floor for the various trades. This floor is fire-safe; it is adaptable to appropriate finishes and to suspended ceilings and service piping, and has a low weight per square foot.

Summer meeting of the N. Y. State Horticultural Society will be held on July 28 at the State Experiment Station, Geneva, in celebration of the Station's fiftieth anniversary. Complete inspection of the Station's widespread horticultural activities will be afforded members who attend this meeting. It is expected that spraying and dusting experiments will prove of much interest. The new horticultural laboratory building now in full use will be opened to visitors. It has many interesting features. It is expected that a new and up-to-date series of greenhouses will be completed by the time of the meeting, for inspection at that time.

Details for the July celebration will be forthcoming.

Mansfield, Ohio, Nursery Co., has opened new stores in Shelby and Ashland.

Rhododendrons, Kalmias and Azaleas

We can supply both collected and nursery-grown plants of the above in any quantities and sizes.

Orders booked now for fall and spring shipments.

**LINVILLE NURSERIES
LINVILLE, NORTH CAROLINA**

Price list upon application

Address all communications to:
L. A. and P. J. A. Berckmans, associates,
Washington Road, Augusta, Georgia

Waterlilies & Fancy Fish
SEND FOR WHOLESALE LIST
Buskirk's Independence Nurseries Co.
INDEPENDENCE, OHIO

WE SUGGEST RESERVATION OF ADVERTISING SPACE NOW FOR THE COMING MONTHS

In The AMERICAN NURSERYMAN

Exclusively for the Nursery Trade and Allied Interests

Logical Medium for Inter-Trade Communication

National and International Circulation

AMERICAN FRUITS PUBLISHING COMPANY, INC.

39 State St., Rochester, N. Y.

All Set to Keep On

The National Lead Company is of the opinion that by keeping up momentum during this reconstruction period, it can profit when boom days come again. Its advertising campaign, tripled in boom times continues unabated now.

William Knust, advertising manager, says:

"Were it not for the advertising pressure which we have kept up right through these difficult times, sales of our white lead might have fallen off more than they have. As to that, no one can say. But I have every reason to believe that whenever business picks up again, we are going to have one whale of a Dutch Boy year, as the result of this consistent hammering away."

"We are convinced that this new spirit of getting out, instead of giving up, taken in conjunction with our consistently maintained weight of advertising points to a strong recovery when business looks up again in real earnest. Meanwhile, we are all set to keep on keeping on."—Printer's Ink, June 9.

Peony Show Attracts Visitors

The National Peony Show and Flower Festival, held June 10-12 at Des Moines, Iowa, was a high success, as expected.

Special features of this year's show were the many exhibits showing the "outdoor living room" of the gardened home. Exhibitions of peonies growing "au naturel" as well as exhibits of still-life pictures, window box arrangements, attractive table settings, accessories, conservation exhibits and Junior garden club displays were viewed by thousands.

Leaders of authority accompanied visitors through the Show, explaining details and calling attention to the interesting and educational features of each exhibit.

Sedum For the Rock Garden

For rock garden use, there are many dwarf varieties of sedum that are interesting, useful and beautiful. They are easily grown as well as rapidly propagated in the hands of beginners, which emphasizes their value for amateur planters, and for busy home owners generally who have but limited time to devote to the more difficultly grown and perhaps less interesting and beautiful plants.

The wide range of usefulness of sedum in its various forms has been demonstrated by F. H. Ballou, Ohio Experiment Station, Wooster.

WE THANK YOU

for your patronage during the past season. We hope you at least "broke even" and are looking forward with a spirit of optimism to better business during 1932-33. We are.

Let us work together.

Willis Nursery Co.

WHOLESALE NURSERYMEN

Ottawa, Kansas

CONIGISKY'S

HAND COLORED PHOTOGRAPHS

DOUBLE AGENT'S ORDERS

Shrubs, Perennials, Evergreens, Roses

in Life-Like Reproduction

CATALOG AND PRICE LIST FREE!

B. F. CONIGISKY 211-A Hamilton St.

Peoria, Ill.

Carloads of Roses

The demand for rose planting stock for the nation's gardens and commercial greenhouses has built up an interesting and profitable field activity in Southern California. A recent survey of the industry developed the fact that approximately 150 carloads of rose stock, or 6,000,000 plants, are shipped out of this area each year, largely from Los Angeles County. These roses are grown on 320 acres and the industry supports a payroll of around \$200,000 a year.

Practically the entire output of rose stock in Los Angeles County is shipped in refrigerator cars to the states of Pennsylvania, New Jersey, New York and Iowa. Some roses are exported, going to the Hawaiian Islands, Mexico and South America, with a few of the newer kinds to Europe. The largest export trade is Hawaii where growers ship large quantities of rose stock to cut flower producers.

First grade budded roses are loaded about 30,000 plants to the car, while other grades are loaded as high as 50,000 to the car. They are packed in moss and the cars lined with straw and ice.—"Southern California Crops"

SEEDLINGS**CLEAN COAST GROWN**

We have good stands in all lines, which look very promising, they will be carefully dug, graded, and packed, so they will reach you in first class condition.

Our usual extensive line of SHADE and ORNAMENTAL TREES, SHRUBS and ROSES. An especially fine lot of BIRCH, MAPLE, THORN and FLOWERING CHERRY.

PRICES RIGHT
WRITE FOR PRICES

**Portland Wholesale
Nursery Company**

East Morrison at 23rd St.
PORTLAND OREGON

Canterbury

Buxus sempervirens and
B. suffruticosa at reasonable
prices. Quantity production;
selected and graded plants
shipped on each order.
Write today for new list of
sizes and prices.

Canterbury Nurseries, Inc.
Box A, Easton, Md.

Boxwood**E. P. BERNARDIN**

PARSONS, KANSAS

Established 1870

Specializes in

AMOOR PRIVET, SHRUBS

EVERGREENS

and

SHADE TREES

for the great Southwest.

AMERICAN NURSERYMAN — June 15, 1932

EDITORIAL DEPARTMENT—Communications on any subject connected with Commercial Horticulture, Nurseries, or Arboreiculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce engravings relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Pictures of Stock, Specimen Trees and Plants, Portraits of Individuals, etc. Engravings will be made from photographs at cost.

Advertising—Last forms close (semi-monthly) on the 10th and 26th of each month. If proofs are wanted, copy should be on hand one week earlier.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the cariot operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

"AMERICAN NURSERYMAN" will not accept advertisements that do not represent reliable concerns.

SUBSCRIPTIONS—"AMERICAN NURSERYMAN," published semi-monthly, on 1st and 15th, will be sent to any address in the United States for \$2.00 a year; Foreign \$2.50 a year; Canada \$3.50 a year. Single copies of current volume, 15c; of previous volumes, 25c.

L. M. GEMINDER
General Manager

WHAT THIS MAGAZINE STANDS FOR—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Cooperation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence.

INDEPENDENT AND FEARLESS—"AMERICAN NURSERYMAN" makes no distinction in favor of any. It is untrammeled in its absolutely independent position and rates the welfare of the Nursery Trade above every other consideration.

"This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and International in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

AMERICAN FRUITS PUBLISHING COMPANY, INC.

30 State Street,
Rochester, N. Y.

Classified Business Announcements In Current Issue

AN INDEX OF CURRENT WANTS AND OFFERINGS IN THE NURSERY TRADE

Aiken, George D.....	Cuthbert Raspberry Plants	235	Kelsey Nursery Service.....	Lining Out Stock	251
American Bulb Company....	Importers Bulbs, Seeds, Etc.....	247	Leonard & Son, A. M.	Nursery Tools	250
Bernardin, E. P.....	General Nursery Stock.....	236	Library Department	Horticultural Books	235
Bobbinck & Atkins.....	Broadleaf Evergreens, Etc.	235	Linville Nurseries	Rhododendrons, Etc.	236
Bridgeport Nursery	General Nursery stock	245	Levett, Lester C.....	Privet and Berberis	247
Bristol, H. R.....	Trees	251	McLaughlin, Gormley, King Selocide	238
Burr & Company, C. R.....	General Nursery Stock	235	"Modern Nursery"	Valuable New Book	236
Buskirk's Independence Nurs.	Waterlilies, Fancy Fish	236	Monroe Nursery	Fruits and Ornamentals	234
Canterbury Nurseries	Boxwood	236	Mt. View Floral Nurseries...Portland Roses	247
Caterpillar Tractor Co.	For Nursery Work.....	250	Naperville Nurseries	Lining-out Stock	235
Chase Bag Co.....	Saxolin	234	Northeastern Forestry Co....Lining-out Evergreens	235
Chase Company, Benjamin..	Nursery Labels	248	Norton, A. L.....	Pin Oak Seedlings	250
Clark & Son, Walter E.....	Parapin Wax	235	Painesville Nurseries	General Nursery Stock	233
Coniglsky, B. F.....	Hand Colored Photographs	236	Parsons Wholesale Nurseries.General Nursery Stock	236
DIRECTORY	Growers of Young Stock	235	Portland Wholesale N. Co...Seedlings	236
Foster Nursery Co.....	Grape Vines, Currants, Etc.....	245	Princeton Nurseries	General Nursery Stock	247
Herbat Bros.	Tree and Shrub Seeds	235	Process Color Printing Co...Loose-leaf Plate Book	235
Hill Nursery Co.	Evergreen Plate Book	249	Ramsey & Co., L. W.....	Catalogue Printers	247
Hill Nursery Co., D.....	Evergreen Specialists	252	Shunk Mfg. Co.	Insecticide Dusting Machine	247
Hobbs & Sons, C. M.....	General Nursery Stock	245	Southern N. & L. Co.	Peach Seed	235
Hogansville Nurseries	Peach Pits	247	Storrs & Harrison Co.....	General Nursery Stock	233
Horticultural Advertiser	Trade Paper	250	S.W Supply Co.....	Nursery Markers	247
Howard-Hickory Co.	Peach Pits	235	Wayside Gardens Co.....	Hardy Perennial Plants	234
Howard Rose Co.....	Roses	247	Westcott Nursery Co.....	Evergreens, Shrubs, Trees	248
Illgenfritz' Sons Co., I. E....	Fruits and Ornamentals	234	Westminster Nursery	Privet, Poplar, Etc.	247
Jackson & Perkins.....	General Nursery Stock	234	Willis Nursery Co.....	Lining-out Stock	236
Johnson & Johnson.....	Nurseryman's Tape	249	Wohler, A. E.....	General Nursery Stock	248



SELOCIDE

NEW DISCOVERY!

*. . . Scientific Research Reveals
Powerful New Killing Agent That
Gives Positive Control of Red Spider!*

SELOCIDE kills from 90% to 100% of Red Spiders (*Tetranychus Telarius L.*) IN JUST ONE APPLICATION. Selocide also kills the eggs and it does not harm tender plants when properly used.

All insecticides and ordinary methods of controlling Red Spider have proved unsatisfactory in the past. Syringing the plants to force off Red Spider encourages mildew and rust. Glue and mineral oils seal up the plants. Therefore, it was necessary to search for something entirely new and different to kill Red Spiders. Months of scientific research were necessary before Selocide was perfected. And now, we announce the greatest development in the trade today—the discovery of an entirely new killing agent—a new element for insecticide purposes—SELENIUM—which is used as the basic principle in Selocide.

Never before has Selenium been used in this form for insecticide purposes. The discovery of this powerful killing agent as a control for Red Spiders is an entirely new development as a result of scientific research. Selenium was previously used in sending photographs by wire. Now it serves an entirely new purpose—a sure kill for Red Spiders.

Hundreds of materials were tested against Red Spider, but none was found satisfactory except Selenium. Even Ever Green, our own pyrethrum spray, which is effective against potato beetles, Japanese beetles, tarnished plant bugs, leaf rollers, etc., did not give satisfactory results

when used against Red Spiders,—nor do any other pyrethrum or derris sprays.

For further details and complete information on Selocide mail the coupon below. After you try Selocide you will agree that it is the only insecticide on the market today that absolutely gives uniform killing results against Red Spider. Try a one quart can (makes 12½ gallons complete with spreader) on any of your flowers, cucumbers or evergreen. Then your Red Spider troubles will be ended.

Selocide Prices

	Per Pkg.
1 QT. CAN (makes 12½ gallons of spray)	\$1.00
1 GAL. CAN (makes 50 gallons of spray)	2.75
5 GAL. DRUM (makes 250 gallons of spray)	12.00
10 GAL. DRUM (makes 500 gallons of spray)	22.50
15 GAL. DRUM (makes 750 gallons of spray)	27.50
30 GAL. DRUM (makes 1500 gallons of spray)	51.00
50 GAL. DRUM (makes 2500 gallons of spray)	75.00

**MAIL COUPON
for 1 Qt. CAN** 

McLaughlin Cormley King Company, Minneapolis, Minn.

Please send me free information on your great new discovery, Selocide, that absolutely kills Red Spiders. I would also like to have you send me { o. o. d. } the order that I have written below:

ORDER _____

NAME _____

ADDRESS _____

My Jobber's Name _____

Kills Red Spiders

The Nurseryman's Forte:
To Make America More Beautiful and Fruitful

AMERICAN NURSERYMAN

[Reg. U. S. Pat. Off.]

**The Chief Exponent of the American Nursery Trade
National Journal of Commercial Horticulture**

Entered September 6, 1916, at Rochester, N. Y., Post Office as second class mail matter

WITHOUT OR WITH OFFENSE TO FRIENDS OR FOES, I SKETCH YOUR WORLD EXACTLY AS IT GOES—BYRON

Vol. LV

ROCHESTER, N. Y., JUNE 15, 1932

No. 12

Japanese Beetle Quarantine to be Maintained

**Federal Control Regarded as More Advantageous and Economical in the Long Run
—Decision in Accordance With Sentiment of the Trade**

EE A. Strong, Chief of the Plant Quarantine and Control Administration, announced June 7 that the U. S. Department of Agriculture has decided to continue the Federal regulations to prevent the spread of the Japanese beetle.

This decision came as a result of the conference held in March to consider the possible revocation of this and other quarantines. Representatives from twenty-eight states, the District of Columbia, and the Dominion of Canada attended. Among those present were commissioners of agriculture, state entomologists or quarantine officers of the states and countries mentioned, in some cases all three; the official representatives of the National Association of Commissioners, secretaries of Departments of Agriculture; representatives of the American Association of Nurserymen; the Eastern Nurserymen's Association; the Long Island Nurserymen's Association; the Western Plant Quarantine Board; the National Plant Board; the Southern Plant Board; the New England Nurserymen's Association; the Society of American Florists and Ornamental Horticulturists; the New York Florist Club; the Crop Protection Institute; the Ohio Nurserymen's Association; the National Canners Association; a number of nurserymen not officially representing associations; newspaper reporters and editors; and members of Congress.

The meeting afforded a full opportunity for anyone present to express his opinion as to the advisability of removing the Federal quarantine on account of the Japanese beetle.

The sentiment was almost unanimous that the Federal quarantine restrictions should be maintained. The National Association of Commissioners of Agriculture, the Society of American Florists and Ornamental Horticulturists and the representatives of each of the Nurserymen's and florists' organizations, almost without exception, expressed themselves as favoring this action. The American Association of Nurserymen for example, stated that:

"The continued spread of these four pests (the Japanese beetle and three others under consideration) has not as yet been so extensive as to justify the discontinuance of the several quarantines. On account of the relatively small territory so far infested by these several pests, the advantages of maintaining the Federal quarantines amply justify the cost of administration. It is very doubtful that the states can provide the necessary protection to the country at large as effectively, advantageously, and economically as the Federal government."

The state departments of agriculture of the states outside of the infested territory expressed themselves as being particularly anxious for the maintenance of Federal protection against the introduction of the

Japanese beetle and stated that they were not yet ready to assume the responsibility and work of preventing the introduction of this pest.

Although the representatives of the Commissioners of Agriculture of the infested states presented a different point of view, they similarly agreed that it was advantageous for the Federal government to maintain the restrictions and carry the general responsibility of protective measures.

In considering the subject since the conference, the department has reached the conclusion that it will be more advantageous and economical in the long run for the Federal government to continue the program of scouting, quarantine enforcement, and the certification of restricted products than it would be for the individual states to undertake the work. It would also be practically impossible for the states to maintain uniformity of requirement and to cover the borders of the infested area with uniform efficiency to determine the rate of natural spread. It is therefore believed that the spread of the beetle could not continue to be retarded effectively if the Federal quarantine were removed.

The present distribution of the Japanese beetle extends from eastern and northern Virginia through considerable parts of Maryland, Pennsylvania and eastern New York and all of New Jersey, Delaware, Connecticut and Rhode Island to Southeastern Massachusetts. The insect feeds in the adult stage on a wide variety of fruit trees and ornamental plants and in the larval or grub state is a pest of lawns and golf greens. During the past fifteen years or so it has spread about 300 miles from the point of original introduction in New Jersey, but isolated outbreaks in other parts of the United States have been minimized by restrictions on the shipment of plants, fruits, vegetables and soil from the regulated areas. In some cases beetles have been carried to considerable distances on trains and boats, and such outlying local infestations of limited extent have been the subject of intensive eradication work.

AMERICAN ASSOCIATION OF NURSERYMEN Chas. Sizemore, Louisiana, Mo., Secy.

Secretary Sizemore says to members of the A. A. N. in a fifth call for delayed payment of dues and advertisements in the Badge Book: "You have been advised during the last several months of a proposed change in railroad classification covering Nursery stock shipments in carload lots and we now have advice that this change will be published June 25th and, if so, will take effect about August 15th, possibly a little earlier than that. If we cannot stop this change, it will make an increase on carload shipments of Nursery stock throughout the country of from 35% to 61%, as near as we can figure it. We are going to need some extra money soon to fight this case; therefore, keep this in mind and let us have check for your dues by return mail."

Narcissus Quarantine Modified

Secretary Hyde, U. S. D. A., has announced under date of May 25th his decision to continue. Federal regulations restricting the interstate movement of narcissus bulbs in the United States. This action is a result of the March quarantine hearings at which growers and Nurserymen generally stated their opinion that quarantines should be maintained, with possibly a few modifications here and there.

The Department's decision on the question recognizes the importance of continuing Federal support for the protection of important narcissus-growing sections in which the greater bulb fly and the bulb eelworm have not become established.

An amendment issued in connection with the announcement removes lesser bulb flies from consideration in granting Federal permits for interstate shipments. This amendment becomes effective June 20, 1932. One or more species of the lesser fly have been found to be widely distributed in narcissus bulbs and other plants. Quarantine measures have proved satisfactory for preventing the spread of the lesser bulb flies as under some conditions they work inside the bulbs where gas does not penetrate completely and fumigation is therefore not fully successful in eliminating infestation. The pests remaining under restriction are the narcissus bulb fly (or "greater bulb fly") and the bulb eelworm, both of which can be exterminated more successfully by bulb treatments and which are not so widely distributed.

Another change included in the new order authorizes states to require special additional protection for designated narcissus-producing areas if such protection is needed, and while such an order is in effect the shipment of narcissus into such areas under Federal permit will not render bulbs exempt from compliance with the state requirements. The Federal regulations cover only the pests named therein and do not prevent the states from carrying out such policies as may be needed under their special conditions with respect to other insects and plant diseases.

The U. S. Department of Agriculture is preparing administrative instructions to inspectors and treatment specifications for growers to supplement the amendment.

Its Own Code of Ethics

William Chandler, of J. K. Chandler & Sons, florists and Nurserymen, Lawrence, Mass., says: "Our policy is very simple—in times like these we just smile at adversity. We treat others as we care to be treated ourselves. We give the best service possible, charge the minimum prices on everything and our name stands as a guarantee for quality on all the merchandise that we deliver."

Great Northern Nursery, M. F. Foley & Co., Glenville, Wis., struck by lightning; damage \$10,000.

President Hilborn Urges Members to Attend

A. A. N. Chicago Convention Promises To Be of Much Importance to the Trade—Facilities, Arrangements, All That Could Be Desired

Sentiment is growing daily which will develop into a large convention meeting at Chicago. Every day brings mail from those who had not planned to go but now are going. Low summer rates by railroads, low gas, paved roads, the ease of reaching Chicago, very low hotel rates, cheap meals to be had at restaurants, have all made their appeal to make the Chicago convention a large one.

Your President took advantage of the low week-end fares to meet with the Arrangements Committee Saturday at the Stevens Hotel. Things have developed beautifully. Our economical secretary proved to be a mighty good Scotchman in dealing with the hotel management. Mr. Bowman, convention manager, went the limit to meet the needs of the Nurserymen in accommodations and low rates.

Hotel

The Stevens Hotel will prove to be a happy choice. The Arrangements Committee met in a beautiful room overlooking Lake Michigan.

The manager states that any one who wishes to be exclusive will receive a high class room for only \$3. Where two Nurserymen are congenial and willing to park parallel the two can have a room for \$4. That means only \$2 apiece for the high class rooms of the Stevens. He assures us that so far as possible he will give rooms overlooking the lake. Most of the rooms look down on Grant Park and the marvelous Buckingham fountain which plays in beautiful colored lights throughout the evening. They also overlook Lake Michigan. Here is a timely suggestion: It is a wise Nurseryman who writes in early for reservations.

Convention Halls

Practically all activities of the Nurserymen will be conducted on the third floor. This will make for convenience. A large secretary's room with a lounge (or loafing) space connects the exhibits on one side and the convention hall on the other. This is going to be very convenient for the sessions and a fine break for the exhibitors. Most of the various group meetings can be provided for on the same floor.

Conveniences

It will be very convenient to drive into Chicago and to the Stevens Hotel. From the west a great through highway cuts straight through the city of Chicago to Michigan Boulevard upon which you can swing down to the Stevens. The Michigan Boulevard can be picked up from either the north side or east of Chicago. This removes all fears from driving in the city. There is lots of parking space around the Stevens for the area is not too congested. A large open parking area which provides supervised day parking for 35c is adjacent to the Stevens. Several good garages within two blocks. But there is plenty of good open parking space along the curb that can be used through the day near the Stevens.

An exceptionally fine meal can be had at a very moderate price in a beautiful Colchester room. This provides a wonderful select dinner from 60 to 90c. On the floor below a cafeteria supplies high class food at low rates as you wish. Low priced eat-

ing houses are to be had around the block on Wabash.

Accessories

Golf Clubs: Don't forget to bring your golf clubs. This means everyone who plays golf at home. There is going to be a great day at golf on Monday. Nurserymen are to be the guests of the D. Hill Nursery Company Monday noon at a luncheon after which the famous tournament is going to be pulled off at the municipal golf course at Dundee. If you live east of Illinois drop a line to Clarence Perkins, Newark, N. Y., captain of Eastern team and tell him you will line up on his team. If you live west of Indiana, drop a line to Harold Welch, Shenandoah, Iowa, and tell him you will be there to help defend the honor of the West. It is the East against the West and all the visiting Nurserymen are urged to take part. Prizes will be given by the Baby Ramblers.

Bathing suit: Don't forget to bring your bathing suits. The beach is only two blocks away. Time will be arranged for the Nurserymen to go to the beach in groups but there will be plenty of small parties that go bathing.

Field glasses (not opera glasses which are superfluous in Chicago): Bring your field glasses. The views out of the window of the rooms of the Stevens are marvelous. Many balconies are provided in the Stevens and it is a real treat to step out and view the city with field glasses or study the boats on the lake.

Wife and kids: Why not bring the family? The low hotel rates offered for more than one make this a real vacation for friend wife. Under the direction of Mrs. Ollie Hobbs and her committee some interesting entertainment is provided for the ladies. Nothing formal, just pleasant, com-

fortable plans have been made that Nurserymen's wives are sure to enjoy.

Question: Can you afford to go to Chicago?

Answer: You cannot afford to stay away. When times are hard is no safe time to cut insurance. Only the man who can afford his own insurance can cancel his policies. Only the man who knows all about the Nursery business, is well fixed, can afford to stay away. New ideas are coming up. By common consent old varieties will be discarded, new varieties are growing in demand. New price lists are to be made, wholesale exchanges will be made between growers, ideas that will help you meet changed conditions will be worth many times the few dollars you could save by staying at home.

Come to Chicago. Bring your views and your lists and be prepared for the happiest and most profitable convention you have ever experienced.

Secretary Sizemore has received notice from the Passenger Traffic Manager of the Burlington Railroad to the effect that on July 16th there will be an excursion rate from all points in Iowa to Chicago with return limit of August 1st, at a rate of one fare plus \$2.00; also, from Omaha, Neb., \$20, and from Lincoln, Neb., \$23.

We suggest that Nurserymen who are planning to attend the Chicago convention get in touch with their local ticket agent as there may be bargain excursion rates from their territory around convention dates.

Make your hotel and railroad reservations now, if you have not already done so. The convention promises to be an important one. It is to your value to be there and to take a hand in plans for the future of the Nursery trade.



THE STEVENS—WORLD'S GREATEST HOTEL—A. A. N. CONVENTION HEADQUARTERS—JULY 19-21, CHICAGO

On Michigan Boulevard, overlooking Grant Park and Lake Michigan; 3000 outside rooms, each with private bath; largest hotel exhibition hall ever built; seven ball rooms, equipped with public address systems; four restaurants; children's play rooms; library; eighteen hole golf course, 1200 seat theatre, talking motion picture equipment, etc., etc.

Merchandising the Most Important Thing Ahead

Remainder of Instructive Talk on Salesmanship By E. St. Elmo Lewis—Presented at the Detroit Convention of the A. A. N. Last Year

Fitting Methods to the Times—This is the time of a buyers' market. During the last six months I have been in close contact with the building construction situation and have talked to 10,000 building supply men who are having hard sledding. They have turned to the subject of modernization both in towns and in the rural sections. Since there is comparatively little doing in construction of new buildings, they are canvassing their territories with special regard to inducing the improvement of existing buildings. You might do much the same while new building is at a low ebb. When you go to church next Sunday morning take a note book and make a memorandum of residence grounds that you pass and observe how the removal of existing shrubbery or trees might greatly improve the appearance of the property; or how there is room for still further planting on the existing property. In this connection it is highly interesting to note that every prospect in your territory talks for itself. A finely landscaped estate advertises itself. Per contra, a residence property which has been neglected advertises itself—perhaps even more. For this reason you do not have to argue very long with the owner to interest him in your subject. His place speaks for itself. All you have to do is to direct his attention particularly to existing conditions and suggest pleasing changes.

Argument All on Your Side—You've got the biggest cinch in America. The very condition of your prospect shrieks to you for aid, even if the owner does not yet see it. The want exists and you are there to supply it. It does seem that the argument is all on one side.

I know the difficulty you feel exists. You say your business is different from that of others, because you have to plant long before you can reap; if you guess right on what the demand is to be two or three years hence you make money; and if you guess wrong you have a lot of stock on hand that sticks while your competitor is selling his to advantage. But is your business so different? Manufacturers of automobiles produce, as to principal color lines, in the blacks, dark blues and dark greens; those colors head the list. But, especially of late, there has been a demand for color. It is necessary therefore to hold off on the finishing and gradually supply the demand in the colors desired. Here again Mrs. Jones determines the question. I have had occasion to look into 400 kinds of business in the last thirty years; and I find them all much alike. Customers are all alike anyway, if your business is not.

Now I have here a list of questions that have been handed to me since I reached the hotel. I cannot hope to answer them all, but I will take up a few at least.

Distribution Methods—“What Method of Retail Distribution is Preferable: Catalogue, Direct-by-mail, Agents or Landscape Service Department?” You cannot overlook any of them. History shows that after every depression house to house canvassing increases markedly; for the reason that if business will not come to you, you must go

out after it. The canvasser (salesman) increases in numbers; ask your wife. “A terrible nuisance.” Yes; so is it a terrible nuisance to sell. It is a lot easier to sit in a swivel chair and make marks on a pad on your desk which you call plans to do some time; but, while you are doing that, business does not come—you must take business to the prospect. You can train men to become salesmen. You cannot produce salesmen by applying to a Y. M. C. A. or to graduating classes of colleges. You must take in the men and teach them to sell your particular product; always remembering to stick to what Mrs. Jones is interested in—not what you are interested in. And above all, talk to her in her language. It is the catalogue or price list that talks in plain English rather than in Latin scientific names of plants that gets the business. You have got to get past that screen door. I have trained or helped to train 40,000 salesmen and I have not seen over 1% of them that were any good until they were trained.

Department Store Sales—You will not get anywhere opposing the department store sales of Nursery stock. Department stores are selling this stock because it pays them to do so. They have the public passing through their aisles. They are making purchase of Nursery stock highly practical, easy for the customer. I've bought it at department stores for that reason. No Nursery salesmen ever came either to my Montclair or Glen Ridge, N. J., homes. The department store gave me prices, showed me the goods and delivered them upon payment of the price.

“Should Nursery stock be guaranteed to Grow?” Look out for that. Department stores are striving to avoid return of goods.

“What to do about the man new to the business who starts in with small capital and at once competes with the established concerns, having no labor but his own and selling at a low price?” Well, whose fault is that? If the people have been educated to know that there is no difference in quality and service between your business and that of the other fellow, then there is no reason why the public should buy at your higher price. If the quality of your goods and the character of your service is higher, make it apparent. If a lilac is just a lilac, what happens if your price is \$3.50 and the customer can buy it elsewhere at \$1.50? Cheap goods speak for themselves. It takes time, of course, to establish a reputation for quality and service. It is a process of education.

“What is a fair retail price?” It is the cost of producing goods—right. Actual costs of today are the basis.

Test Sales Methods—“What stimulates sales of Nursery products?” Advertising. I told you in Minneapolis that we are immersed in present day brilliant tints which strike us at every turn. The idea is to “make 'em stop.” Big block type and glaring colors arrest the attention and cause countless thousands to pass sleepless nights in their anxiety to be the first at the door of the store when it opens in the morning. Such advertising is one of the most expen-

sive of stunts. If Montgomery-Ward had such a stunt come into its office I believe it would call a policeman for fear that the stunt might get into one of its catalogues. I may be dumb, but I take occasion to use some pages from Nursery catalogues in my lecturing to students at the University of Pennsylvania. The matter on those pages is written for the consumption of the high-brow and the technical man. What should be done is to think of Mrs. Jones' capacity for understanding quickly what it is all about. My friend Schermerhorn, who has addressed you, at one time wrote leading editorials in the newspapers of Detroit. Indeed, I have regarded him as running neck and neck with Arthur Brisbane. And Schermerhorn understood the man in the street. That's what made his editorials so effective. When your manager gets a brilliant idea tell him to try it out on someone before it is adopted. I learned in the law in addressing a set of jurors—objects with head pieces on their shoulders but seldom used—that if I singled out the dumbest of the lot, working on him in my address, and made my argument clear to him I knew I had done so for all the rest. So when I see the light of human intelligence gradually glimmering on someone in my audience who up to that time did not seem to be penetrated in the least I sit down and believe my work is done. When I see a smile on a face at a moment in my address when it ought to be there I know I have reached the goal. Just now I know I have not finished this address.

Nursery sales talk, either through salesmen or catalogue, should be so clear that a Shasta Daisy would not look like a monkey wrench in California and a peony in Florida. I don't know what a Shasta Daisy is. I have had five kinds of them. Many a plum tree, too, that I have bought bore nothing but peaches. That was before men became “ethical.”

Railroad Men Visit Nursery

A joint-contract committee composed of some seventy freight traffic officials, representing virtually all of the principal railroads in the United States, visited the Hogansville, Ga., Nurseries by special train Wednesday, May 25th.

These representatives were out on a day's outing from a conference in Atlanta, the purpose of which was to give first-hand information about the Nursery industry, cotton industry and other agricultural pursuits of that section of the country, with the idea of adjusting freight rates on Nursery stock as well as some other classes of material.

The party was entertained by John Wilkinson, proprietor of Hogansville Nurseries, and members of his organization. The train was met on the siding in front of the lawn of Hogansville Nurseries, and members of the party were escorted in automobiles to points of interest about Nurseries.

The party included vice-presidents and general freight traffic managers of railroads in the East, Mid-West, Southwest, and Southeast.

Joint traffic conferences are held at periodic intervals of about sixty days at strategic points over the country.

Mr. Wilkinson says: “We are very hopeful of having reduced freight rates on Nursery stock in this section before the shipping season opens again.”

AMERICAN NURSERYMAN

American Nursery Trade Bulletin



CHIEF EXPONENT OF THE AMERICAN NURSERY TRADE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

Absolutely independent.

OFFICIAL JOURNAL PACIFIC COAST ASSOCIATION OF NURSERYMEN Largest District Organization in the Trade ILLINOIS STATE NURSERYMEN'S ASSOCIATION Leading State Nursery Trade Organization

Published Semi-Monthly by
AMERICAN FRUITS PUBLISHING CO., INC.
39 State Street, Rochester, N. Y.

G. R. OLcott - Pres. and Treas.
L. M. GEMINDER - Editor and Gen. Mgr.
Phone: Main 5728
Chief International Publication of the Kind

SUBSCRIPTION RATES		
One Year, in advance	-	\$2.00
Two Years, in advance	-	3.00
To Foreign Countries (Canada \$3.50)	-	2.50
Single Copies	-	.15

ADVERTISING RATES ON APPLICATION

Forms close on 10th of month for mid-month issue and on 25th of previous month for first-of-month issue.

ROCHESTER, N. Y., JUNE 15, 1932

Ralph Thrall Olcott Founder of American Nursery Trade Journalism

THE FIRST Nursery trade paper in America was established in 1893, as long-time Nursery concerns know, and for nearly thirteen years was conducted under the personal and exclusive direction of the late Ralph T. Olcott, who later founded the AMERICAN NURSERYMAN on broad and untrammeled lines.

"The dean of Nursery Trade Journalists."—John Watson

A Policy Roundly Echoed

"Cultivated Americans, impatient with cheap sensationalism and windy bias, turn increasingly to publications edited in the historical spirit. These publications, fair-dealing, vigorously impartial, devote themselves to the public weal in the sense that they report what they see, serve no masters, fear no groups."—Time Magazine.

Sound Distribution

"Distribution has been much stressed, perhaps correctly, by executives, organizations and business analysts as the present main problem of industry. Nevertheless, I am of the opinion that there can be no sound distribution that is not based on sound production."

"To find and serve a market is to presuppose a capacity to produce economically, wastelessly. Buyers have a way of seeking out the producer who best serves them at the factory."—Charles Ault, Auburn, Me.

"A paper which gives the best value for the money to the reader will give the best value to the advertiser as well. I don't think there is any argument about the soundness of this view."—H. Dumont, Chicago, Ill., in Printers' Ink.

TRENDS IN MERCHANDISING

Much stress of late has been placed on Trends in Merchandising and the various changing phases thereof that successful merchandisers must closely follow if they would keep in the front ranks. E. St. Elmo Lewis says that merchandising is the most important thing ahead. His sentiments are echoed time and time again by those in the trade and in other industries.

The most important phase to take cognizance of, without a doubt, is the fact that it is the day of the buyer's market; and of equal importance is the phase in which the women of the country are playing a vital part. They control the purse strings of the country. Though no definite statistics are available on the subject, several sources have estimated that 75% or more of the country's buying is done, or influenced, by women.

Along this very line of thought it is of interest to note what Dr. Julius Klein, Assistant Secretary of Commerce, says on the subject of the "Consumers' New Importance," which address was broadcast not so very long ago.

"The old-time trading slogan used to be 'Caveat emptor,' which, if you recall your high school Latin, meant 'Let the buyer beware'—if he loses out in a deal it is his own fault! But, as somebody remarked recently, now it is 'Emptor imperator,' which I suppose we can translate broadly as 'the buyer is boss.' In other words, we have what is called a buyer's market; what he wants and says goes. Or rather 'she,' because so far as retailing is concerned it is probable that at least three-quarters of all such purchases in this country are made by women or largely influenced by women.

"The successful retailer these days—and there are many of them—knows that one reason for his success is his watchfulness as to the vital factor of the timeliness of his merchandising appeal to the consumer. He must be ready to supply the things in which consumers are interested at any particular moment. Current events influence demand. Take this Washington Bicentennial year 1932, for instance. You can readily see how any such movement would have a bearing on retail business. And the alert retailer is preparing to take advantage of that opportunity.

"Until recent years, the complicated subject of analyzing consumer reactions had to be tackled individually by each retailer. Then after the war came the great improvements in the trade-news press and in the trade associations to give the retailer the advantages of collective, expert study of the problem. On both these lines (business periodicals and organizations) the retailer today is being exceptionally well served and he is availing himself of those facilities."

The problem today is to get to know what your customer wants before and better than he does. Talk to the customer in his own language. Charge a fair price; then educate him so that he will understand why it is to his advantage to pay for quality and service.

The value to the Nurserymen in offering something new to attract and hold the interest of the customer has often been

Prepares For Business Upturn

Radio manufacturers have invested \$200,000,000 on new machinery and other items required for changes in product and the rest will be spent during the next few months in purchase of stocks of raw material, labor and advertising, in expectation of an upward trend of sales in the next 12 months.

—Editor and Publisher

The Mirror of the Trade

stressed. A prominent Nurseryman said recently: "So many of our would-be customers turn out to be visitors, simply because they don't see something to attract and hold their attention. But show some of the new varieties, or even an old variety in a new color or shape, or a group of plants in a novel and unique arrangement, and the visitor will become a customer, who not only buys the out of the ordinary, but the common plants as well."

David Burpee, of the W. Atlee Burpee seed company, endorses the value of new variety appeal. He says: "We have always depended upon new strains and new varieties to turn casual inquiries into orders, where old standbys might fail. Whether or not our customers have developed a greater than usual appetite for new things because of the unusual emphasis on newness in so much of today's advertising, I cannot say. But it is true that we are experiencing the largest demand we have ever had for the higher priced novelty flower seeds. These are new varieties which have been created on our own farms, and also importations from several European countries."

STORE SALES OF STOCK

"Department store selling of Nursery stock is dead wrong" states a representative of one of the prominent eastern Nursery concerns. And in the opinion of this concern legislation to prohibit department stores from selling Nursery stock should be immediately enacted so that this undesirable practice shall be discontinued; or, at least, that there be legislation demanding that all Nursery stock so sold shall be certified and duly labeled.

Since Nurserymen cannot be persuaded to refuse to dump this surplus, unlabeled, at ruinous prices to the rest of the trade, into these eagerly waiting retail channels, it looks as though something might well be done about the matter from the department store end.

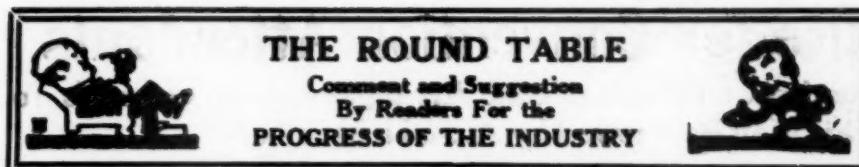
But E. St. Elmo Lewis, in another column in this issue says:

"You will not get anywhere opposing the department store sales of Nursery stock. Department stores are selling this stock because it pays them to do so. They have the public passing through their aisles. They are making purchase of Nursery stock highly practical, easy for the customer."

This opinion, that department store selling of Nursery stock is here to stay, has been voiced time and time again by those in and out of trade. Evidently some Nursery concerns are accepting this as a fact, and are going about the matter of meeting such competition in their territory by the establishment of retail stores of their own in locations closely adjacent to such department stores. Numerous items have been so reported this year, a noticeably larger number than in previous years. But the fact remains that department store competition persists regardless.

A suggestion that the Nursery go after this department store competition as other industries have and make of it a valuable sales outlet for their product, has elicited little comment on the part of trade members as to what they thought about the matter.

Now comes the suggestion that the matter be handled through legislation prohibitory



THE ROUND TABLE
Comment and Suggestion
By Readers For the
PROGRESS OF THE INDUSTRY

Sees Great Possibilities in Retail Organization

Editor American Nurseryman:

It only seems natural that Retail Nurserymen should have their association as much as retail clothiers, retail hardware men, etc.

The problems of a retail Nurseryman are different from those of a wholesale Nurseryman.

In my opinion, if the retail Nurseryman wants to keep an important place in the retail distribution of horticultural products he should be for the new national retail association.

The aims of the new association should be to raise the standards of the Industry; to exercise a healthy influence upon wholesale concerns; and cooperate where possible in profitable distribution of Nursery products.

The big job for the retailer from now on is to educate his customers to the newer things and the planting of better stock; to encourage attention to style in plant material; to get customers to his Nursery. Production should be the least of a retailer's worries; salesmanship will be the deciding factor whether he will survive or not.

If this new association is handled right it has great possibilities for the entire industry.

The Cottage Gardens
Lansing, Mich.
N. I. W. Kriek Mgr.

Favors Retail Association

Editor American Nurseryman:

I am heartily in accord with statements made at association meetings and in the American Nurseryman relative to the national retail Nurserymen's organization as suggested by Mayor Hanson.

We should act now and prevent, if possible, the entire destruction of the retail Nursery business.

Cashman Nurseries, Inc.
Thos. E. Cashman, Pres.
Watertown, Minn.

TRANSPORTATION

The amount of freight claims paid by the Class I railroads in 1931 was the smallest for any year since 1917 and was a reduction of 28.6 per cent under those paid in 1930.

The railroads in 1931 received 1,979,290 claims growing out of loss and damage to freight shipments, which was a reduction of 18 per cent under the number received in 1930. Of the total number received, 77.6 per cent were either paid, declined or withdrawn within thirty days, while 91.9 per cent were adjusted within ninety days.

American tung oil production at current prices is estimated to yield from \$5.46 to as high as \$43.68 per acre, 5 years after planting. It can be produced only in a narrow belt covering parts of six southern states.

ing the stores to sell Nursery stock—at least that which is not labeled and certified.

Surely this is a subject that should have some sort of attention by the members of the Nursery trade. What do you think about it? What is your suggestion? It is by discussion of problems as they arise that the trade benefits. The American Nurseryman will be glad to use a symposium on this subject in its columns.

Nurserymen Tie Up With This

I. F. Dains, president, Western Stoneware Company, Monmouth, Ill., manufacturers among other things of garden accessories, was the originator of the idea for National Buying Week which will be sponsored by the American Legion June 27-July 2. The idea is to bring about a Trade Revival which in turn will speed up industry and furnish employment to thousands now out of work. The belief is that with fifty million to seventy-five million people cooperating, the result will be at least \$300,000,000 and possibly far more than that for the week's turnover, above the usual volume of business.

Endorsements of the wisdom of the plan are summarized in that by E. C. Pfeffer, president of the Merchandise Mart Chamber of Commerce, who says in urging the American Legion to carry it through:

"It is our firm conviction that something is needed to restore the optimistic spirit of the American people. This idea may be instrumental in turning the trick and release the log jam that has piled up in the stream of prosperity."

Grasshopper Extermination

The menace of the grasshopper scourge rises before growers again this year and, according to government surveys and press reports, the numbers of this insect are increasing to alarming degree. The Federal Government has taken cognizance of the importance of this pest by proposed legislation for the extermination of grasshoppers. Senate Joint Resolution No. 149, authorizing \$1,000,000 to be made available for grasshopper control, passed the Senate April 29th. A similar Resolution was called up in the House May 16th and was defeated. Farmers and growers directly interested ought to get in touch with their House representatives and see what can be done about the matter.

This subject brings to mind the development within the last year by the Shunk Manufacturing Company, Pucyrus, Ohio, of an exterminator especially designed for grasshoppers. This sturdy, compact machine has been built for easy handling and practical even broadcasting of the poison bait, for the most efficient results. Used in connection with the company's portable mixing plant, it represents a most practical implement for combating crop-destroying grasshoppers, and also other insects.

Forest Plantings Viewed

Inspection tour of 1320 acres of forest plantations in New York State, largest of any state in the Union, was made June 2 by Governor Roosevelt and fourteen foresters of New York and other states, and of Canada. The purpose of the trip was to seek suggestions and comments on New York's forest planting program and progress from a group of experts. Twenty-two million trees were planted in 1932; 61,325 acres having been acquired and planted since 1929.

The National Association of Gardeners has just completed a memorial planting at Massachusetts Avenue and G Street N. W., in Washington, D. C., commemorating the George Washington Bicentennial. The site of the planting measures 150 x 180 x 80 feet. Such shrubs as the following were used:

Jasminum nudiflorum, Hederia helix, Malus coronaria and M. baccata, Berberis ilicifolia, Pyracantha lalandi, Lagerstroemia, Lonicera tartarica, Rosa setigera, Spiraea vanhouttei and S. prunifolia, Styx, abelia, Ligustrum lucidum, Taxus repandens, Cotoneaster buxifolia, and German iris.

A lawn occupies the center of the plot and at one side a large boulder bears the memorial inscription of the dedication.

Pointers for Tree Sales

Stressing the salesman's opportunity to boost tree planting, Harold Conway says in "Nursery Tips":

There is no program to which tree planting does not lend itself. Graduating classes plant memorial walks, a birth date is marked by tree planting, any form of stone memorial should be given the proper setting of memorial trees. But the best reason of all for planting the tree is the tree itself for it is man's greatest friend and one of the Creator's masterpieces.

There may be some who will not believe that trees may be sold for such sentimental reasons as to commemorate birthdays, to show our mark of respect to the memory of such a national hero as George Washington, or to leave behind us as living proof to our descendants that we are nature lovers. And yet—there are thousands of cases throughout the country which prove that home owners will buy trees for just such purposes as those cited above. Hundreds of men and women, moving into new homes, have spent thousands of dollars to have trees which have become old favorites moved to the site of their new homes.

No matter how well a property may be landscaped, the alert salesman will often be able to sell ornamental trees to the homeowner, if he will learn to analyze each planting and observe where and how a tree may be used to add to its appearance. It is an axiom that a city is as beautiful as its trees.

Study well-done plantings in your territory and you will find that, of all classes of plant material, trees are one of the most important.

The trees planted today will cause others to be planted tomorrow. This looking ahead to the country beautiful leads to memorial tree planting, memorial walks, roads of remembrance, memorial parks, memorial forests.

Codling Moth Control

"Arsenate of lead still is the most important single insecticide to use for codling moth control," says R. W. Haegle, assistant entomologist, University of Idaho Agri. Expt. Station, at Moscow.

"Use it at the rate of two pounds in 100 gallons of water," he recommends. If infestation is heavy a better control will be obtained by using three pounds, but no more should be used as it will result in difficulty in residue removal.

"Summer oils are often used to assist in the control of the codling moth. Oil alone, however, will not control this insect. Use it only in combination with lead arsenate in the first and second cover sprays. Oil may be used with nicotine sulphate instead of lead arsenate in the second brood sprays to reduce the arsenical residue. Do not use oil with lead arsenate after July 25 or the spray residue will be extremely difficult to remove. Use one gallon of summer oil emulsion in each 100 gallons of spray."

The spraying should be thorough and should cover every portion of the tree. Mr. Haegle recommends at least 20 gallons of spray for the average tree, with 30 gallons for the larger ones. Spray pressure should be kept at 350 pounds or over.

Robert Winslow Nurseries, Needham, Mass., celebrated rhododendron week the last week in May. There were thousands of clumps of rhododendrons, all heavily branched and with bright-colored, heavy leaves, the blossoms varying from pure white to pink and magenta.

SEEDLINGS

Apple
Pear
Mazzard

Myro
Quince
Mahaleb

CHINESE ELM SHADE TREES

Birch, Cut Leaf
Crab, Flowering

Elm, American	M. ple, Norway
Chinese	Schwedleri
Moline	Sugar
Vase	etc., etc.

WASHINGTON NURSERIES
TOPPENISH, WASH.

Attractive Feature for Convention Attendants

Progress Made on the Construction of Buildings and Arrangement of Grounds for 1933 World's Fair May Be Viewed by A. A. N. Members

AN interesting feature of the A. A. N. Chicago convention might well prove to be an inspection of the work now under way for the Second World's Fair, which will open June 1, 1933. Work on the grounds and buildings has been under way for more than a year. The site of the Exposition is on Chicago's magnificent lake front and adjacent to the very heart of the city. Its area is approximately 634 acres of mainland, island and enclosed water, one of the largest tracts ever utilized by a world's fair. The fair will be held for about 150 days.

The story of mankind's achievements in the past hundred years will be thrillingly depicted. Contracts for the purchase of exhibit space and the erection of special buildings for exhibitors already total more than \$3,000,000.

The Century of Progress Exposition will be a Fair of processes rather than products. Its methods of exhibiting will be fresh, novel and different from those of previous expositions. It is privately financed, unique in the history of such expositions; leading Chicago citizens having underwritten a \$10,000,000 bond issue, and are aided by the advance sales of exhibit space.

Of the many buildings, the Hall of Science promises to be one of the most talked-of buildings of the Fair. This is a great U-shaped, two-story structure, 700 x 400 feet, with a mezzanine and a great ramp leading up to its northern side. Within the U space a beautifully designed rostrum is provided which will be covered with bas relief ornaments. Here speakers may address thousands of people in the court. A tower approximately 176 feet high rises in the southwest corner of the court, which will be fitted with a carillon which will record the time of day with its chimes and play a wide variety of tunes on its tubular bells. The jeweled tower, ablaze with light at night is expected to be one of the thrilling features of the specially planned lighting schemes. In the Hall of Science the story of the epochal discoveries of science which have helped transform the world in the past century will be unfolded.

The Greyhound Corporation have made plans for bus transportation around the grounds at Fair time, and during this sum-

mer will operate two units, so that those who wish may view this immense project under construction.

The World's Fair may prove an inducement to take the A. A. N. convention to Chicago again next year.

Costs of Government Activities

In the belief that those in the trade may be interested in government expenses, as applied to the Nursery business and allied lines, we quote the following 1931 expenditures of the U. S. D. A. Bureau of Plant Industry, as given in a recent issue of a Pennsylvania newspaper.

Bureau of Plant Industry: supervisory, \$210,051; mycology and disease survey, \$59,942; citrus canker eradication, \$45,000; diseases of forest and ornamental trees and shrubs, \$210,000; blaster rust control, \$459,700; plant nutrition, \$18,050.

Also cotton production and diseases, \$207,000; rubber, fiber and other tropical plants, \$140,000; investigating plants yielding drugs and poisons, \$37,867; nematology, \$58,258; seed investigation, \$77,800; cereal crops and diseases, \$562,292; barberry eradication, \$379,920; tobacco investigations, \$80,310; sugar plant investigations, \$412,926.

Also botany, \$54,277; dry-land agriculture (semi-arid regions) \$266,550; western irrigation agriculture, \$166,400; horticultural crops and diseases, \$1,406,000; phony peach eradication, \$85,000; foreign plant introduction, \$241,000; forage crops and diseases, \$279,175; and genetics and biophysics, \$36,420.

Each of the foregoing activities in this single bureau had its own staff of experts and their aides with appropriate funds for travel, supplies, communications and so on. And as the Department's bureaus go, it is not a large one.

The war on bugs in 1931 cost (through the Bureau of Entomology) \$2,662,348. In 1930, it cost \$2,388,188; in 1929, \$2,354,559. For the current year, Congress appropriated \$2,863,740. Some of the expenditures included, fight against insects preying on deciduous fruit trees, \$474,950; on fruit and shade trees, \$507,445; sub-tropical plant insects, \$188,035; truck-crops insects, \$397,474.

Also forests insects, \$220,000; cereal and forage insects, \$545,000; cotton insects, \$303,120; insects affecting man and animals, \$131,000; insects affecting stored products and household insects, \$96,900; taxonomy and interrelations of insects, \$171,000; and bee culture, \$75,000.

In each of the foregoing, the payroll was the chief expense. Each bug was fought through the employment of experts familiar with it and each activity cited called for the work of a special staff.

The foregoing instances afford just a

glimpse into the 1931 expenditures of the U. S. Department of Agriculture. Expenditures for the entire Department amounted to nearly \$300,000,000 last year.

Evergreens for the Rock Garden

L. C. Chadwick's "Nursery Notes"

Evergreens may be used in many different places but not the least of these is in the rock garden. Hardly a rockery is constructed that does not afford and require the presence of a few evergreens. Many times large evergreens find a place in the necessary background. The broadleaf types are not out of place here, for a touch of color provided by their flowers in season is welcomed. The creeping junipers, the low growing arborvitae and the yews, and even the dwarf flowering broadleaf evergreens provide substance to the rockery not obtainable with small rock garden plants.

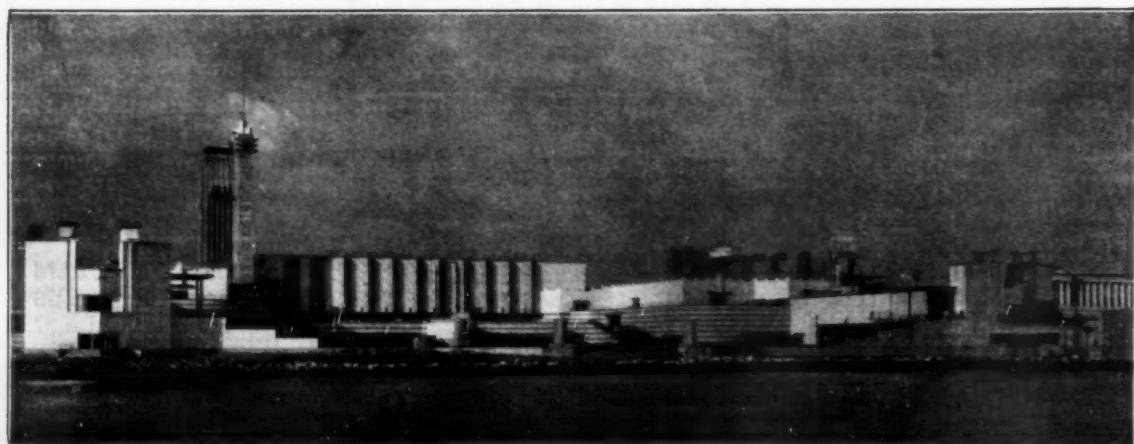
Broadleaf Evergreens

- Arctostaphylos uva-ursi
- Berberis buxifolia nana
- Berberis verruculosa
- Cotoneaster dammeri
- Cotoneaster adpressa
- Cotoneaster horizontalis
- Daphne cneorum
- Epigaea repens
- Euonymus radicans
- Euonymus radicans colorata
- Euonymus radicans minimus
- Gaultheria procumbens
- Hedra helix
- Helianthemum chamaecistus
- Iberis sempervirens
- Leiophyllum buxifolium
- Lonicera nitida
- Michelia repens
- Pachistima canbyi
- Potentilla tridentata
- Teucrium chamaedrys

Narrowleaf Evergreens

- Chamaecyparis obtusa nana
- Juniperus chinensis sargentii
- Juniperus communis depressa
- Juniperus horizontalis
- Juniperus horizontalis douglasii
- Juniperus horizontalis plumosa
- Juniperus procumbens
- Juniperus squamata
- Juniperus virginiana globosa
- Picea excelsa maxwellii
- Pinus densiflora umbraculifera
- Pinus montana mugilis
- Taxus baccata repandens
- Taxus cuspidata nana
- Thuja occidentalis Little Gem
- Thuja orientalis aurea nana

Colorado National Forest, extending from Denver, Colo., to the Wyoming state line, was renamed, by proclamation of President Hoover, Roosevelt National Forest, in honor of the late Theodore Roosevelt.



Hall of Science, Erected for World's Fair—A Century of Progress Exposition—To Open at Chicago, June 1, 1933

Radical Increase In Freight Classification

Proposed Freight Increase Covers Nursery Stock in Carload Lots—American Association Makes Plans To Vigorously Oppose Higher Tariff

Last fall Secretary and Traffic Manager Sizemore, of the A. A. N., announced that the railroads of the country were considering increased freight rates covering Nursery stock in carload lots.

Notice has now been received in the Secretary's office that the new classification is to be published about June 25th, such classification becoming effective about August 15th, since it is required that 45 days' notice be given the public after the tariff has been published.

The new classification covers the following changes:

In all territory west of the Mississippi River there is proposed a change from the present Class B or 7th class rating to 4th class.

East of the Mississippi River and north of the Ohio, a change from the present 4th class to Rule 26 is proposed.

"This means an increase in carload rating on Nursery stock throughout the country of from 30 to 65%," says Secretary Sizemore.

This increase will affect Nurserymen in all parts of the United States, regardless of what classification territory they may be located in. For example, a car coming from the Western classification territory going into the East, or vice versa, would be affected to a certain extent.

Says Secretary Sizemore: "We have strong hopes of having these increases suspended and finally cancelled altogether but after we get into the fight it is going to take considerable time and expense to carry this through."

Your association needs your full cooperation. Every member, to a man, should be right there to back up the association's fight against the increase in freight rates. This sort of action by the national association represents one of the most valuable services a trade organization can render its members, and the trade generally. Action by a national organization, fully supported by its members, is much more effective than having the matter taken up by individuals in the trade.

Your association is ready to fight for you. Give it your cooperation.

An Oregon Nurseryman has a new apple, a cross between Newtown Pippin and Delicious.

FALL -- 1932

CAR LOTS OR LESS

CHERRY—1 and 2 year

SHRUBS—Especially Spirea Vanhoutte, Barberry, Bush Honeysuckle, Forsythia

ELMS—Thousands of them, American, Vase and Morelina. Finest that grow, up to 3 inches.

SOFT MAPLE—Large quantity, up to 4 inches.

NORWAY MAPLE—Up to 2½ inches

PEONIES—100,000 best varieties

ARBOR VITAE PYR.—Up to 8 feet

MUGHO PINE—Up to 2½ feet

NORWAY SPRUCE—Sheared, none better, up to 4 ft.

PFITZER JUNIPER—Bushy, well filled, up to 4 feet

A general line of other items in lesser quantities.

C. M. HOBBS & SONS, Inc., Bridgeport, Indiana
Established 1875

LARGEST NURSERY IN INDIANA

Spray For Elm Leaf Beetle

The American elm is in danger of severe injury by the elm leaf beetle this summer, according to Dr. W. E. Britton, Conn. Agri. Expt. Station at New Haven. If the elms are not sprayed, they are liable to be highly injured by the feeding of the larvae of the immense numbers of insect that went into hibernation last fall and which have survived the winter.

"Outbreaks of the beetle," says Dr. Britton, "occur only in years when the weather conditions are favorable, and so are comparatively rare. Forty years ago when the insect first reached Connecticut, it was chiefly responsible for the death of many fine old elms, among which were those on the New Haven Green."

The insect is described and directions for control are given in a circular published by the Station, No. 84, "The Elm Leaf Beetle Outbreak," which may be obtained free upon request.

Annual Peony Show

The Exhibition Peony Garden at the Cottage Gardens, Lansing, Mich., promises to be of exceptional interest this year. The weather has been ideal; warm and plentiful rains, which caused the buds to swell to large size promising marvelous flowers. In the Exhibition Garden are represented all the different types of Peonies; Botanical, Officinalis, Chinensis, single and double, Japanese and Tree Peonies.

The garden is arranged two plants of a variety, with grass paths between the rows. In all over 350 varieties are represented.

This is the third annual Peony Show at Cottage Gardens, which has proven of educational value, and a great many visitors from Michigan and surrounding states are expected.

Pinellas Nurserymen's Association, St. Petersburg, Fla., has been incorporated, a constitution has been adopted and officers elected as follows: M. J. Soule, president; Mrs. R. C. Wedding, Wedding Nursery, vice-president; Mrs. A. G. Macauley, Fertilizer company, secretary and treasurer; A. G. Macauley, publicity secretary. Board of directors, M. J. Soule, C. S. Twitchell, J. W. Johnson, A. G. Macauley and Mrs. R. C. Wedding.

It was planned to continue the Open Forum educational programs throughout the year, with the public invited to all these meetings.

Citrus White Fly Quarantine—More than 70 Nurseries are included in the area quarantined in Ventura county, Cal. Though most of them are believed to be free of the citrus white fly, there remains the possibility that any host plant within the quarantine area may be a carrier of the fly.

COMING EVENTS

June 21-23, American Seed Trade Association, annual convention, Hotel Sherman, Chicago, Ill.

June 27-28, American Rose Society, annual meeting, Royal York Hotel, Toronto, Canada.

July 11, L. I. Nurserymen's Association, monthly meeting.

July 19-21, American Association of Nurserymen, annual convention, Hotel Stevens, Chicago, Ill.

July 28, N. Y. Horticultural Society, summer meeting, Geneva.

Aug. 11-13, American Gladiolus Society, annual show and meeting, William Penn Hotel, Pittsburgh, Pa.

Aug. 15, Virginia Nurserymen's Association, annual convention, Roanoke, Va.

Aug. 24-25, Southern Nurserymen's Association, annual convention, Chattanooga, Tenn.

Aug. 30-Sept. 1, Pacific Coast Association of Nurserymen, annual convention, Portland, Ore.

Sept. 22-23, American Dahlia Society, annual show and meeting, Hotel Pennsylvania, New York City.

Sept. 22-24, California Association of Nurserymen, annual convention, Riverside, Cal.

Obituary

M. G. Rolfe

M. G. Rolfe, assistant general manager, Storrs & Harrison Co., Painesville, Ohio, was instantly killed May 19th when the tractor he was driving dropped from a bank along Lake Erie at Sunset Point, on land cultivated by the company. It was Mr. Rolfe's custom to take the tractor around the field for a trip or two. That morning he apparently became confused and put the machine in reverse gear, backing it over the steep bank into the lake seventy-five feet below.

Mr. Rolfe, who was 52 years old, had been connected with the Storrs & Harrison Co. since 1915. Previous to that he was associated with Stark Bros. Nurseries, Louisiana, Mo.

John B. Shoecraft, 72, prominent in Florida Nursery circles, died May 19 at his home in Pinellas Park, St. Petersburg. Shoecraft was a pioneer in the gladioli growing business in his section.

George Clase, Nurseryman, Troy, Ohio, died recently from the result of an operation. He was in partnership with Robert DeWeese.

FREDONIA GROWN

Grapes, Currants, Gooseberries

Blackberries and Raspberries

A complete stock in all the standard varieties including the new

Fredonia, Ontario and Portland
GRAPES

SEND YOUR WANT LIST FOR QUOTATIONS

FOSTER NURSERY CO. Inc.
FREDONIA, N. Y.

Office and storage one block off Route 20

The Plant Patent Act—And How It Operates

Full Significance Not Fully Realized—Questions Arising From Application of Act Received Special Study—Practically a Necessity to Patent New Varieties

By O. M. Kile, Specializing in Services To Agriculture and Horticulture, Washington, D. C.

WHEN President Hoover signed the new Plant Patent Bill on May 23, 1930, a big step forward was taken by the horticultural world. This fact is, even yet, not recognized by many and its full significance will probably not be apparent for years to come. To me it seems clear, however, that the commercial side of plant introduction and distribution is about to undergo something of a revolution, and that the efforts to produce desirable new varieties will soon be redoubled.

Instead of rushing into the market with a new variety as soon as a small stock has been accumulated and charging a big price for these few plants, the up-to-date rose originator now patents his new variety and sells it under a licensing restriction which keeps the dissemination of the variety in his own hands. If he likes he can collect a small royalty on each plant each year for the life of the patent, or at the very least he can retain for himself the sole right to propagate this variety for sale to other growers.

A plant patent gives to the holder of the patent the exclusive right to reproduce, use or sell the particular variety covered, for a period of seventeen years. He can then grant to others any portion of this right either for the United States as a whole or for any specified portion thereof. No foreign country has a law of this kind although Canada has a plant registration law which many confuse with plant patenting. However, a new variety originating in a foreign country can be patented in the United States. Only those plants are now patentable which must be reproduced asexually—that is, from cuttings, scions, bulbs, root divisions and the like. Plants which "come true" from seed are not included, although there is now a bill pending before Congress intended to include cereals in the eligible class. Plants reproduced from tubers are specifically excluded but the intention of this proviso is merely to exclude the Irish potato and the Jerusalem artichoke, the tubers of which are commonly shipped and sold as food. There is no reason why new varieties of forest or ornamental trees may not be patented, provided they do not have the quality of being truly reproduced from seed. Applications are now pending for patents on nut trees, fruit trees, ornamental trees, and perhaps on other types of trees. These applications are kept secret so far as the Patent Office is concerned and no information is given out by them until the patent is actually issued.

Many Applications Pending

To date only fifteen plant patents have actually been issued, but several others have been granted and it is known that a large number of other applications are on file. Roses and carnations lead the list as to numbers of applications. But the range already covers a majority of the kinds of plants that are eligible under the law. One man is even considering applying for a patent on a new strain or variety of bacterium. Unquestionably this is classed as a plant, according to scientists, and it certainly reproduces asexually. Apparently all the originator has to do is to prove that his variety is new. He may have some trouble doing that. This question of determining whether a plant is or is not a new variety, was one of the first and most troublesome problems that confronted the Patent Office when Congress dumped the Plant Patent Act into its lap. The law provided that the Patent Office could call on the Department of Agriculture to take over the job of determining this question of newness of variety. After some delay

the department took charge of this phase of the work and all applications are now sent there shortly after being received.

Colored Paintings Where Necessary

It was early determined that where the claims to novelty of variety had anything to do with color, fully colored paintings would have to be submitted with the application. Because of the dual arrangement between the Department of Agriculture and the Patent Office, these paintings must be in duplicate. Unfortunately this runs up the costs of handling the average plant patent application. In fact, growers of iris and peonies, which do not enter so extensively into commerce as some of the other flowers and fruits, feel that they cannot afford the cost of patenting their new varieties. If the variety is really distinct and striking, however, there is no question but that it should be patented and would probably pay its originator well for this extra cost, provided it is marketed in a way to take full advantage of the patent.

This necessity for accurately colored paintings has caused considerable difficulty through the tendency of some blossoms to change color rapidly after being cut. There are, however, ways of avoiding this difficulty. It is seldom practical to have the average local artist paint these colored illustrations since the tendency usually is to make a pretty picture rather than one which is accurate botanically and in its color values. The Patent Office likewise has had its troubles in reproducing these paintings true to color. Heretofore the Patent Office experience has been solely with black and white drawings. The introduction of work requiring four and five colors caused complications which the office is just now overcoming.

New Variety Characteristics

Of course the question as to just what constitutes a new variety, can probably never be definitely settled. Any slight variation might be considered a distinction which would entitle the variety to be called a new one provided it reproduces true to this peculiarity. The present practice of the Patent Office and the Agricultural Department is, however, to require rather distinct differences between the alleged new variety and all known varieties existing theretofore. These differences may, however, consist in only one feature. Such, for instance, as the absence of thorns on a rose or a blackberry, or the presence of a distinct odor where none existed before. The fourth patent issued was on a thornless dewberry.

Plant Patent No. 1 was granted on a climbing rose identical in every respect with the well-known Dr. Van Fleet climbing rose except that the new variety, now known as the New Dawn, is an ever-bloomer. In drawing the specifications and claims for this rose, I purposely made them as simple as possible and centered on the one outstanding characteristic. Also by describing this rose as identical with the Dr. Van Fleet in color and foliage, the necessity for a colored drawing was eliminated.

Ordinarily, however, it is impossible to base the patent claim on a single feature and a highly complicated set of specifications must be worked out, and full colored paintings of the proper form and views supplied.

Patenting "Sports"

The question early arose as to whether or not a sport is patentable. Many claimed that a sport should not be patentable because it had not been developed through the conscious efforts of the originator. On the other hand, it was freely asserted that some of the very best varieties originate as sports. It seemed to the writer that it was not only the plain intent of the authors of the Act to cover the patenting of sports, but that the value of the Plant Patent Act would be greatly diminished if it should not apply to sports. Furthermore, the general

Wild West Pageant

A suggestion for that summer vacation, and as an extension of the A. A. N. convention trip, is the Third Annual North Platte (Neb.) Roundup, celebrating the fiftieth anniversary of Buffalo Bill's first Wild West Roundup in 1882—"The Olympic of Western Cowboy Contests." The dates are July 21-24 inclusive. Announcement of this event reads: "The North Platte Roundup is staged annually by Civic-minded business men, ranchers, cowboys and showmen of Lincoln County, Nebraska, who wish to pre-



Emil Merscheid, the Man Behind the Chaps

serve, by means of international, daily contests and brilliant nightly spectacles, the classic music, sports and pageantry of the original American Indian, Cowboy and Pioneer. Also to revive honor and perpetuate the memory of Buffalo Bill, the home and show which he established, and the passing Oregon Trail. This historic setting is ideal, with thrilling romance every where and Scout's Rest Ranch soil its permanent arena. The shady trees, ranch house, barns and winter quarters of Buffalo Bill form a memorable grandstand picture."

Emil Merscheid, president North Platte, Neb. Nurseries, extends his personal invitation to members of the trade to attend this Wild West Roundup—"the biggest and fastest program of its kind in the entire West," he says. Mr. Merscheid presents each year a floral tribute in the shape of a horseshoe, 4 x 6 feet in size, to the "best looking" cowgirl of the Roundup. It is one of the many features of the fine ceremonies.

A. A. N. convention attendants, who desire to do so, can leave Chicago Thursday night at the close of the convention and arrive in North Platte the next afternoon, missing but a day and a half of the four-day Pageant. "Emil" himself will be on hand to greet his fellow Nurserymen and hold open house.

patent law, to which the plant patent features are merely an amendment, makes no distinction between the man who accidentally discovers some mechanical principle or chemical compound, and the man who works long and hard to develop a new mechanical principle or chemical formula. The patent cannot be withheld from either because of the methods of its origin. It is (Continued on page 250)

Nursery Trade Bulletin

Fifty thousand visitors thronged Santa Rosa, Cal., for the Rose Festival last month.

California quarantine officers intercepted 19,389 lots of contraband or infested fruits and plants crossing the border during 1931.

Mecklenburg Nurseries, Charlotte, N. C., report a fine business, sales of all types of flowering shrubs being exceptionally good.

Incorporations: **Winter Garden Nursery, Inc.**, Carrizo Springs, growing and selling trees, plants and seeds, capital stock \$10,000.

Bobbink & Atkins, Rutherford, N. J., donated last month seven trees to the city of Passaic, N. J., for planting on school and park grounds.

Weiss' Nursery & Bulb Farms, Norfolk, Va., maximum capital \$5000; O. L. Weiss, president; growing and selling bulbs, plants and shrubbery.

Plainfield Nurseries, So. Orange, N. J., received the contract for planting trees on the grounds of the new township building, their bid being \$799.50.

Hybrid Tea rose, Candlelight, has been proposed for registration by the American Rose Society. Parentage: Souvenir de Claudio Pernet x Mme. Butterfly.

Members of the Clark County Horticultural Society met at Scarff's Nurseries, New Carlisle, Ohio, June 1st for regular meeting and inspection of the Nurseries.

A. T. Eich has opened the **Florida Scenic Nursery**, Lake Wales, Fla. Mr. Eich has had many years' experience in the Nursery business and hopes to make his venture a success.

Greene's Evergreen Nursery, Dover, Mass., is extending invitations to Boston's interested home owners and friends to visit the unusual display of evergreens which is being featured.

Mr. Skinner, Fruitland Nurseries, Augusta, Ga., gave the featured address at the Little Gardens Club meeting. His subject was "Plant Diseases and Insect Pests." The club has reprinted his paper.

Graves' Nursery, Gainesville, Fla., is landscaping Glen Springs, local picnic resort. Old fashioned flower gardens have been planted, rock gardens erected, and it is planned to plant a specimen of every native tree on the grounds.

Caterpillar Tractor Co., Peoria, Ill., reports a strengthening of its dealer organization not only by the addition of new dealers but by the replacing of some of the weaker dealers who could not stand up under the strain. The list of new dealers includes 24 sound-going business concerns throughout the United States, Canada and Mexico.

A new feature of the annual Oneonta, N. Y. flower show, June 17-18, will be displays of Nursery stock. The following Nurseries will exhibit:

Overlook Gardens, Central Bridge; Schoharie Nurseries, Schoharie; Unadilla Nurseries, Unadilla; Wharton Valley Gardens, Edmeston; Oneonta Nursery Gardens, Oneonta; and West End Gladiola Gardens, Oneonta.

Barnes Bros. Nursery Co., Wallingford, Conn., has been the victim of a series of robberies within the past few years. The company officials believe it is the work of an organized group of raiders who make off with valuable trees and shrubbery during the night. The most recent raid occurred last month when trees valued at \$150 were taken by the thieves. The amount and size of the trees taken give cause to believe that the raiders are visiting the scene with a truck. Local police authorities are making investigations.



CATALOGS

Are you satisfied with your present catalog? We are producers of some of the most successful catalogs in the country. Write and get our ideas before placing your order for your next catalog. Glad to send you samples without obligation.

The L. W. Ramsey Company
Advertising for Nurserymen
430 Union Bank Bldg. Davenport, Iowa

PERFECTION MARKERS
Plant Stakes
Nursery Markers
Row Markers
Plot Markers
Plant Labels

All made of galvanized steel. Last for years. Readily changed to make different markings. Card is glass covered. Let us help you mark your stock with certainty and economy.

NO WOOD STAKES TO PREPARE

NO PAINT TO PEEL
Use Perfection Markers and be absolutely certain!
A trial will prove their worth.
Write for descriptive literature and remarkably low prices.

S-W SUPPLY CO. Nursery-Plot-Rose-Markers
Girard, Kansas Card 2 1/2x4 1/2 inches

FIELD ROSES
1932 - 1933
Large Assortment
Send for Late List
Howard Rose Co.
HEMET, CALIFORNIA

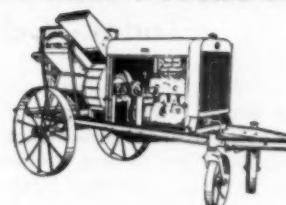
THE WESTMINSTER NURSERY
WESTMINSTER, MD.
Offers at special prices California Privet, Lombardy Poplars, Oriental Planes, Shrubbery, Evergreens, Perennials, etc. Write for new price list.

PRIVET and BERBERIS
Splendid Stock
Write for Special Quotations.
LESTER C. LOVETT
Milford Delaware

PEACH PITS
OUR PITS COMPARE FAVORABLY
WITH THE BEST
HOGANSVILLE NURSERIES
Hogansville, Georgia

THIS SIZE SPACE
\$2.10 Per Issue
Under Yearly Term \$1.80

Crop Protection and Pest Control



Costs $\frac{1}{2}$ to 2c per acre with
INSECTICIDE DUSTER
and
GRASSHOPPER
and
PEST EXTERMINATOR

These units are 1932 designed for crop protection and insect control—smashing all former costs and time performances in dusting orchard and field crops. These units use all kinds of insecticide dust or wet poison mash.

A powerful fan driven by a 6 H. P. one-cylinder aircooled motor throws a cloud of insecticide that completely covers trees from top to bottom or a swath $\frac{1}{8}$ mile wide.

DUSTS ALL ORCHARDS OR FIELD CROPS, PEACHES, PECANS, CITRUS FRUITS, VINEYARDS, COTTON, POTATOES, TOBACCO, FORAGE, ETC. and also distributes or broadcasts DRY or WET Poison Mash for GRASSHOPPER and other INSECT or PEST elimination.

Address Dept. F for free circular

Shunk Manufacturing Co.
Established 1854
BUCYRUS, OHIO

American Bulb Company

Importers and Growers of
Dutch Bulbs, Cannas, Tuberoses, Gladioli, Hardy Lilies, Manetti, Lily of the Valley, Sphagnum Moss. Send for Free Catalogue.

31-37 W. 27th St. 1338 W. Randolph St.
New York City Chicago, Ill.

Princeton Nurseries
of PRINCETON, N. J.
SUPERIOR
Hardy Ornamentals

PORTLAND ROSES
(FIELD GROWN-HARDY)

40 ACRES of the famous PORTLAND ROSES of many varieties and colors all field grown and hardy.

BROADLEAF EVERGREENS CONIFERS Also TREES SHRUBS, and planting material for Landscaping

Please List on Request

For Roses that will grow, we ship to all parts of the world.
MOUNTAIN VIEW FLORAL NURSERIES, INC.

Mountain View Floral Nurseries, Inc.
341 E. 72nd St. Portland, Oregon
Please send me your new list of "Portland Roses."
Name
Address
City State

New York Executive Lauds Landscaping Incentive

Education of Public To Appreciate Beautiful Things in Life One of Important Tasks

Today—Celebration Honors New York State Home Gardeners

AT the New York Victory Celebration last month, at Poughkeepsie, N. Y., on the occasion of the presentation of two beautiful blue vases to Mrs. Swenson who won one of the nine national prizes in the 1931 Yard & Garden Contest, Governor Roosevelt, in making the presentation, said:

"One of the most important tasks we are doing today is to educate the public to appreciate the more beautiful things in life, to appreciate gardens like Mrs. Swenson's, to appreciate plantings in public parks. In times of worry it is good for our peace in mind, our sense of proportion, to turn our thoughts from time to time to the more beautiful, the aesthetic side of life. It is my hope that through this meeting today a great many in our county, in our state, and in other parts of our country are going to be encouraged to go and do likewise. They will have to go a long way to excel Mrs. Swenson, but it will all be for the good of our country."

Governor Roosevelt pleaded for the education of public opinion to the point where state highways may cease to be cluttered by unsightly advertising signs; that rather through roadside landscaping and beautification, the highways become an enjoyment to be respected by the people.

Over two hundred persons attended the ceremonies which were sponsored by the Dutchess County Horticultural Society, directed by Chester Cobb, Cobb's Nursery, chairman of the Poughkeepsie Yard & Garden Contest.

Paul Fortmiller, Jackson & Perkins Co., praising Governor Roosevelt for his keen interest and enterprise in reforestation programs and highway beautification, said:

"Many thousands of ornamental shade trees were planted along state highways this spring in some thirty counties of New York State and we understand it is also the plan to plant flowering shrubs, vines and roses in banks and cuts and along the approaches to bridges and culverts which will eventually give us the most beautiful highways in the world. Credit for this program definitely belongs to the Governor."

"New York State is really a leader in the planting movement. Many state parks have been established and the regional park commissioners have adopted for each area a more or less extensive program of beautification. They consider it one of the most important parts of their work."

The Conservation Commission is accomplishing a most wonderful piece of work. Besides the planting in the Adirondacks, carried on for many years, an enlarged reforestation program is provided by legislation and its continuance is assured by the Hewitt Reforestation Amendment which was adopted by the people of the state last fall. This program calls for the acquisition by the state and the reforestation of a million acres of land within a period of about 15 years. Progress has been made on this program for already 111,000 acres of land have been acquired, distributed amongst 121 reforestation

Bad Debts

An account which is over six months past due should be charged off automatically. If the producer would religiously do this and add up the amount so charged off at the end of the year, bearing in mind that such accounts are direct deductions from any profits, he would soon become much more cautious in extending credit. This would immediately eliminate the fly-by-night retailers and, at the same time, aid the legitimate retailer on whom we all must depend.

—A. M. Lowman in Florists Review

areas, located in 26 counties of the state. The reforestation of this million acres of land will provide not only protection for our water sheds and future timber supply, but will also furnish recreation areas of great value and will aid materially in beautifying the abandoned farm lands of the state.

"We cannot over-estimate home planting. The value of the interest of all the family in a well kept, beautifully planted home is most important. The Yard and Garden are a constant interest. A few more shrubs, a half dozen new roses each year, keep that interest alive and the family united on common grounds."

Mrs. Swenson has the unique distinction of having won two major prizes in successive years of the national competition.

Japan's Largest Peony

The largest and best shaped white flower among about 300 Japanese varieties is the "Gessekai," shown below, this particular blossom measuring 14½" in diameter. The photograph was taken May 8th in the tree-peony field of Chugai Shokubutsu Yen, Yamamoto, near Kobe, Japan. This variety of



"Gessekai," Japan's Largest Peony
peony ranges in size from 12 to 15 inches in diameter, on one-year-old plant after grafting. The Japanese concern says that results this year are better than ever before. Yamamoto is noted for its tree-peony fields.

Says Chugai Shokubutsu Yen:

"The propagating method for tree-peony in Japan is as follows: In October, they graft on the understock of wild tree-peony or herbaceous peony. They are covered by bottomless pot or bamboo tube until April. The flowering season of tree-peony grafted on wild tree-peony is from first to tenth of May, and that of grafted on herbaceous peony is 4 days or 1 week later than the former. Winter flowering or ever-blooming tree peony is either grafted as above mentioned or shared stock same as herbaceous peony. They flower from November to January in the open field and again flower during the first ten days of May, together with spring flowering tree-peony."

Nurserymen Landscape—C. R. Burr & Co., C. A. Wilson & Son, and C. L. Vanderbrook & Son and the Manchester Garden Club joined forces in beautifying the grounds of the Manchester, Conn., Y. M. C. A. Over 300 shrubs of 35 varieties were used.

PLANT PATENTS

New plants to which patents have been granted since President Hoover signed the amendment to the Patent Act in May 1930 are:

No. 1—Everblooming, a climbing rose, "New Dawn," to Somerset Rose Nurseries, New Brunswick, N. J., Aug. 18, 1931.

No. 2—Red rose, "Senior," to Frank Spanbauer, Kansas City, Mo., Oct. 13, 1931.

No. 3—White, pink-tinted carnation, "Joan Marie," to Florex Gardens, North Wales, Pa., Oct. 20, 1931.

No. 4—Young dewberry, thornless, to E. L. Pollard and J. E. Sherrill, Chino, Cal., Oct. 20, 1931.

No. 5—Red rose, sport of Talisman, to Victor Groshens, Roslyn, Pa., Nov. 10, 1931.

No. 6—Rose, pink hybrid tea, "Sweet Adeline," Rapture x Souvenir de Claudius Perret, to R. L. Catron to Joseph J. Hill Co., Richmond, Ind., Feb. 16, 1932.

No. 7—Peach, "Hal Berta," J. H. Hale x unknown yellow variety of strong and vigorous character, to James E. Markham to Stark Bros. Nurseries, Louisiana, Mo., Feb. 16, 1932.

No. 8—Red rose, "Mary Hart," to George B. Hart, Brighton, N. Y., Feb. 23, 1932.

No. 9—Pink rose, "Afterglow," to R. L. Catron to Joseph H. Hill Co., Richmond, Ind., Feb. 23, 1932.

No. 10—Climbing everblooming red rose, "Blaze," to J. W. Kallay to Jackson & Perkins Co., Newark, N. Y., Mch. 8, 1932.

No. 11—Pinkish red rose, "Ambassador," to C. W. Hjermind and Paul E. Weiss to Premier Rose Gardens, Maywood, Ill., Mch. 22, 1932.

No. 12—Red plum to Mrs. Luther Burbank, to Stark Bros. Nurseries, Louisiana, Mo., Apr. 5, 1932.

No. 13—Yellow Plum to Mrs. Luther Burbank, to Stark Bros. Nurseries, Louisiana, Mo., Apr. 5, 1932.

No. 14—Carmine plum, to Mrs. Luther Burbank, to Stark Bros Nurseries, Louisiana, Mo., Apr. 5, 1932.

No. 15—Yellow peach, to Mrs. Luther Burbank, to Stark Bros. Nurseries, Louisiana, Mo., Apr. 5, 1932.

No. 16—Plum, to Mrs. Luther Burbank, to Stark Bros. Nurseries, Louisiana, Mo., May 10, 1932.

Taxing Nursery Stock

The Ohio Tax Commission has ruled that "Nursery stock consisting of growing plants, trees and shrubs, shall be returned as personal property and shall be assessed at 70 per cent of their value on January 1."

Also, "the growing plants in a green house shall be taxed as personal property and assessed at 70 per cent of the value of said property on January 1."

The commission further resolves that "all growing plants used in business, constitute taxable property to be listed for taxation in the manner provided by law."

Ohio Nurserymen are urged to list their stock, in accordance with the ruling, at whatever value they see fit, but they should be sure to make a listing.

WESTCOTT NURSERY CO.
Falls Church, Va.

400 Acres of
EVERGREENS, SHRUBS, TREES
Write for Price List

HORTICULTURAL BOOKS

When in need of one or more books on nursery practice or horticulture in any phase, apply for list (160 books) and price quotations to:

AMERICAN FRUITS PUBG. CO., INC.
P. O. Box 124, Rochester, N. Y.

**LONG ISLAND
NURSERYMEN'S ASSOCIATION**
Henry Fiel, Lynbrook, N. Y., Secy.

At the recent meeting of the association, five new members were voted in, increasing the membership to 52.

The subject of the chain store competition was brought up, especially "rose sales" which were believed to be cutting the sales of retail Nurserymen. However, after much debating and discussion, the majority of our members present decided there were more important matters to consider at the time and the subject was held in abeyance.

Dr. Glasgow was our guest and spoke on the subject of a possible local Experimental Station of an Advisory Service for Nurserymen. State Inspectors Clement and Gilbert were also present at this meeting and answered many questions of interest to Nurserymen.

It was suggested that sometime in August we have a "Field Day" and invite Dr. Pyrke as our guest.

Next meeting will be held July 11th.
Henry Fiel, Secy.

Rotary's "Friendship" Trees

The planting of trees, to symbolize friendship, has marked the world tour of the president of Rotary International, Sydney W. Pascall of London. The trees of friendship, President Pascall said, would symbolize the circle of friendship around the world which exists among the 3500 Rotary clubs in which Rotarians work toward the idea of linking all the nations of the world in permanent friendship. The idea of planting trees as lasting memorials came from the founder of Rotary, Paul Harris.

Starting from London on January 1st, Mr. Pascall went first to South Africa. There he planted trees in nine different cities in botanical gardens, municipal parks, and school grounds. Subsequent journeying has taken him to India, Burma, Federated Malay States, Ceylon, Australia, Tasmania, New Zealand and on June 3rd he reached San Francisco. Various cities in the United States will be visited and "friendship" trees planted before the annual convention convenes at Chicago, June 20-24.

Blister Rust Control Areas

The Connecticut Agri. Experiment Station at New Haven, announce that the town of Cornwall has been designated "control area" as a special measure to protect the white pine from the blister rust. The new order means that within the town boundaries all cultivated currant and gooseberry bushes growing within 900 feet of white pine may be destroyed, or ordered destroyed, by the Experiment Station. Eradication of wild bushes alone is not adequate to control the fungus.

The blister rust can spread from pine to pine only through intermediate stages on plants of the genus Ribes, or currants and gooseberries.

Other towns previously named as control areas are Salisbury, North Canaan, Norfolk, Colebrook, Woodstock and Thompson. Cultivated bushes in the town of Canaan, have already been removed by permission of the owners.

New Strawberry Developed—Wray Nurseries, Kennewick, Wash., announce the development of a new variety of strawberry which they have named the Wrayred. The new berry is earlier than the Clark, a variety that made Kennewick famous for early berries, and is twice as productive, a third larger, and is said to have the same shape and appearance as the Clark.

It is also asserted that the new berry is of higher quality and will stand a stronger frost test. Its producers declared the berries will ripen after picking, a characteristic of the Clark, and are as easy to transplant as the former.

Free Plants Discontinued

Free distribution of plants from the U. S. Botanic Garden, under the present plan which allot 70 plants to each member of Congress, has been discontinued. It is estimated the cost of distribution of such plants the past year has run over \$9000.



SUCCESS OR FAILURE *in the Orchard*

often depends on the first operation—grafting the stock on the root. There's where your investment in the orchard will succeed or fail. Let

JOHNSON'S NURSERYMAN'S TAPE

assure you of sturdy trees, because it protects the young "grafts" against infections.

This tape, tested for several years by scientists, is a preventive against malformation and malignant growth, which are caused by parasites and wood vermin.

Use JOHNSON'S NURSERYMAN'S TAPE and observe how you increase your percentage of perfect trees. Normal growth removes the tape bandage after the danger of infection has passed. That's why this tape is the choice of leading nurserymen throughout the nation.

Let us send you a sample roll

Johnson & Johnson
NEW BRUNSWICK, N.J., U.S.A.

LABELS FOR NURSERYMEN THE BENJAMIN CHASE COMPANY DERRY, N. H.



**Japanese Roseflowering and Weeping
Cherries, Flowering Crabs
All Sizes**

A. E. WOHLERT, Narberth, Pa.

THIS SIZE SPACE

\$2.10 Per Issue

Under Yearly Term \$1.90

Hill's Evergreen Plate Book

50 four-color process prints from photographs. 8½x9 inches. Loose leaf. Cloth binding \$3.00. Leather, \$3.75. Postpaid. Great help in selling. Order for your salesmen. Money refunded if not satisfied.

D. HILL NURSERY CO.
Evergreen Specialists. Largest Growers in America.
Box 402 DUNDEE, ILL.

Propagation Tests With Rubber and Paraffin

By Prof. L. C. Chadwick, Ohio State University, Columbus, in "Nursery Notes"

The benefits of paraffin, and later rubber, as a protective dressing for various ornamental plants have been largely accounted for by the fact that they prevent desiccation. With this idea in mind it was felt that they might be of use in preventing evergreen cuttings from drying out after they were placed in sand in the cutting bench. Tests were made to ascertain the influence of treating the basal end of the cuttings (1½-2 inches), as well as the entire cutting by dipping in solutions of emulsified paraffin and in liquid rubber. As much of the excess liquid was removed as possible by shaking but there still remained a rather heavy coating when the rubber solution was used. The cuttings were treated as soon as made and placed in sand in the cutting bench at once. Thereafter the usual treatment was given.

Additional tests were tried with different media. As in previous tests, sand, a mixture of half sand and half peat by volume, and peat were used. The peat plot was divided into two sections. In one section the bench was constructed in the usual way but in the other the board bottom was replaced with a ¼-inch mesh wire. The provision of better drainage was the motive. Cuttings were taken January 19 and the data was recorded April 15, after 86 days.

Results—The tests with the use of emulsified paraffin and liquid rubber gave somewhat variable results and were not altogether satisfactory. On the whole, the paraffin proved much better than the rubber. The data also shows that when the treatment was confined to the base of the cuttings the results appear the best. In every case except one where the base of the cuttings were paraffined the rooting percentage was higher than with the checks. In this one case the rooting percentage was the same. In only one case did the completely paraffined cuttings prove better than the paraffined base alone, but in all except one case it proved better than checks. In all cases where rubber was used the rooting percentage was lower than checks. It is possible that a lighter coating of rubber might prove beneficial. The data presented should be considered only as a progress report as the tests were not extensive enough from which to draw definite conclusions.

The results with the media tests largely verify previous conclusions. The fact is emphasized in these tests that no two genera, species, or even varieties respond alike to different media. Two varieties of Junipers were best in sand, two in the mixture of sand and peat, and one in peat. However, all were consistently good in the mixture of sand and peat. With the arborvitae, the mixture of sand and peat was the best in all cases with the exception of *Thuja occidentalis lutea*. This species has reacted similarly before in that sand was the best. The results with *Thuja plicata* are also similar to those of previous tests. The other varieties had not been tried before. The results with the wire bottom for peat were very unsuccessful. This, it is believed, can be accounted for by the fact that it was extremely difficult to control the bottom heat, consequently the bases of many cuttings dried out and failed to root.

Paraffining Grafts—Preliminary tests during the past winter seem to point to the fact that there was some advantage of coating grafts with emulsified paraffin. This treatment proved very effective with oak grafts that were made and placed directly in sand and peat in an open bench.

Say you saw it in "American Nurseryman."

The Plant Patent Act

(Continued from page 246)

a well-known fact, too, that leading plant growers make a business of searching for valuable new sports and spend no little time and money in testing them out to determine whether or not they will actually reproduce true to type. Plainly they have expended time and thought as well as money and are entitled to patent protection. These arguments prevailed and Plant Patent No. 1 was issued on a sport. Plant Patent No. 2, on the other hand, was issued on a rose produced by cross fertilization and selection. But No. 3 and No. 4 were also issued on sports.

Enforcing Plant Patents

Another question asked by florists, gardeners, and horticulturists generally is "How can you enforce plant patents?" Of course only time will tell as to just how successfully the enforcement will be carried out. In general, however, the situation is not different from that existing in the mechanical patent field. If a man invents and patents a gate and begins to sell them through commercial channels, any farmer who makes a gate of the same kind for his own use is technically an infringer and could be sued. In practice, however, so long as he does not make gates for extensive use and particularly for sale to others, he is not likely to be molested by the patentee. If, however, he begins to make the gates for sale he will soon find himself in serious trouble and subject to payment of heavy damages. In the same way the purchaser of a patented rose bush or ornamental shrub who takes a few cuttings from which to reproduce a few bushes for his own yard, may be technically an infringer but he is not likely to get into trouble. If, however, he undertakes to fill a greenhouse with these new plants made from his own cuttings, or if he undertakes to sell them to others he would immediately be subject to suit and the payment of heavy damages.

Plant Patent No. 1 covers a type of rose sold in small quantities to householders and others for their own use. The desired protection in this case is secured to the patentee by refusing to permit others to wholesale this variety or to reproduce it for sale. He sells the variety freely to retailers but not to other wholesalers. In this way he can be sure that any man who has a considerable stock of this variety on hand is an infringer. If this infringer endeavors to sell the plant widely he will undoubtedly be prosecuted. In the case of another plant patent on a rose intended for greenhouse use, the patentee sells with a limited number of plants a license permitting the purchaser to reproduce the plants for his own use up to a limited number, but not for sale. Of course this license carries with it the

right to sell the cut flowers, although this could be made the subject of a separate restriction if so desired.

Plant Patents Practically Necessity

An important point not yet understood by most horticulturists is the fact that the Plant Patent Act makes it almost a necessity to take out patents on all valuable new varieties. Probably the time will soon come when a greenhouse man or commercial grower will no more think of growing an unpatented variety than the reputable manufacturer today would think of making and selling an unpatented article. The risk of having someone turn up a little later with a patent on this variety and threatening suit, is too great to be overlooked. It may be true that the holder of the belated patent secured his patent through false representations to the Patent Office. But the burden of the proof of this is on the alleged infringer. It costs the holder of the patent very little to bring his suit but the defense would be put to very heavy expense. In the mechanical patent field cases of this kind come to light very frequently. Oftentimes the unlawful holder of the patent counts on getting paid for withdrawing his suit. So it will probably not be long until enough cases of this kind arise in the horticultural field to impress upon the wide-awake grower the necessity of handling only such new plants as have been patented. Of course if the patentee does not desire to maintain his rights, he can dedicate the patent to the public.

Good old Dr. Van Fleet, who spent many of his best years in originating and developing some of the varieties of roses, raspberries and other plants which now delight us, would unquestionably have been amply provided with funds instead of suffering want in his old age, had the Plant Patent Act been in operation in his day. Luther Burbank, instead of dying in only very moderate circumstances, might have left one of the big fortunes of the times had he been able to protect his many valuable innovations and reap the financial rewards over a long period of years. Future scientists working along similar lines will have something more substantial than mere fame to which to look forward.

Warning to S.D. Dealers—Several Nursery stock dealers in South Dakota have been served with warrants, charged with selling Nursery stock in the state without a dealer's license.

* **CATERPILLAR**
[Reg. U. S. Pat. Off.]

T R A C T O R

CATERPILLAR TRACTOR CO., Peoria, Ill., U.S.A.

NOTICE

All "American Nurserymen" wishing to do business with Europe should send for the **HORTICULTURAL ADVERTISER**

This is a British Trade Paper read weekly by all the chief accredited horticultural traders. Annual subscription to cover cost of postage, \$1.85. Money orders payable at Nottingham.

As the H. A. is a purely trade medium, applicants should, with the subscription, send a copy of their catalogue or other evidence that they belong to the nursery or seed trades. Address

Horticultural Advertiser (1930) Ltd.
Nottingham, England

ARE YOU PLANNING TO BE IN CHICAGO IN JULY FOR THE ANNUAL CONVENTION OF THE AMERICAN ASSOCIATION

Many Interesting Subjects to be Brought Up, Including National Publicity Campaign, Organization of Retailers

REMEMBER THE DATES: JULY 19-21, AT THE STEVENS HOTEL

YOU CAN REACH NURSERYMEN In Advance of the Chicago American Association Convention

With your Special Business Announcement in the forthcoming semi-monthly editions of the lively

AMERICAN NURSERYMAN *The Mirror of the Trade*

Send advertising copy now—one inch or more—and be represented, whether you attend the Convention or not. Here's your chance to be in line !!!!

"Judiciously planned advertising is one of the most indisputably effective instruments with which to combat commercial depression."

"ADVERTISING IS A BUSINESS ACCELERATOR OF PROVED POWER."

"It keeps goods moving. It inspires confidence. It creates or augments good will. In order to accomplish these beneficent results, advertising must strike the public consciousness unremittingly. Any abrupt hiatus, any extended absence of the advertiser's message may be disastrous."—Dr. Julius Klein, Assistant Secretary of Commerce, Washington, D. C.

FORMS FOR JUNE 15 ISSUE CLOSE JUNE 8th-10th.

Where Advertising Is Not Expensive.

AMERICAN FRUITS PUBLISHING COMPANY P. O. Box 124 ROCHESTER, N. Y.

Arizona Nurserymen Meet

The value of fertilization, discarding runt trees and proof that citrus Nursery stock may be saved through severe cold weather were three of the "high lights" of the Arizona Nurserymen's tour last month. Growers saw in practice the "Texas" method of bud forcing. Instead of cutting off the parent sour stock stem above the bud, the trunk is bent double and tied in that position. In this fashion it furnishes a large leaf area to balance root growth, but the sap circulation is restricted, so that most of the tree's energy goes to developing the bud growth.

Dale Bumstead, one of the Valley's largest Nurserymen said that no one yet had ever discarded enough of anything when it came to selecting fine stock.

H. H. Wasser is a strong advocate for fertilization. He believes that much of his success in the Nursery business has been due to the liberal use of fertilizer.

Some of the coldest temperatures in the entire valley were recorded at the Nursery beds of J. H. Reid. Anticipating some cold snaps, he wrapped the base of trees that had been budded in the spring with newspaper and then covered them with the dirt higher than the bud. During a severe cold snap, while everything above the wrapping was lost the roots and bud remained in good condition.

This protection was pulled away after the heavy February rains for fear of mould developing. Still wanting some protection, Mr. Reid purchased a quantity of oiled paper sacks from a local baker and proceeded to tie one on every tree. He had approximately 4,500 live buds from a planting of 5,174 trees, showing that Nursery stock will stand rigorous cold weather and can be pulled through, if carefully watched.

J. I. Vance advocated the use of sheep manure and phosphate in growing seedlings, pointing out the fine color of the trees in his Nursery as proof of value.

The Elvin White transplanting machine, permitting three men to set out 30,000 seedling a day, was an exhibit of much interest. Mr. White had a good stand of trees to exhibit as proof that the machine method was efficient in planting.

Each member of the association visited on the tour declared he was culling his stock to higher standards than ever before, thus making sure that the producing trees will be worth while a few years hence.

BRISTOL'S TREES

Northern-grown, Hardy Evergreens
Forest and Ornamental Stock,
especially Red Pine
H. R. BRISTOL, Plattsburg, N. Y.

Time To Plant Trees, Shrubs, Roses

It has been many years since landscape improvements could be made as economically as they can be at present. Never have conditions been more favorable for the development of a modern outdoor living room, the addition of a water garden, rockery, flowering hedge, windbreak, the rearrangement of foundation planting, evergreen and shrubbery groups and flower borders. In fact, this spring is your golden opportunity to realize the maximum returns from an investment in planting, whether large or small, for the best varieties of trees, shrubs, evergreens, roses and other flowers may be secured in good sizes at extremely moderate prices.

Of course, there never has been any question that planting adds immeasurably to the value of property, makes the home more inviting, more livable, increases its attractiveness and saleability. Planting done this year will yield these satisfying returns in an even greater degree. Present indications are that in two years real estate values will be greatly increased, and this year's investment in plants will then be worth many times its value to the property.

Right now in thousands of homes, plans are being made to convert old-fashioned "back yards" into modern outdoor living rooms. For the outdoor living room, with its blessings of fresh air, sunshine and flowers is the distinguishing mark of the modern home.

—Cape May, N. J., Star & Wave, May 19

A typical editorial of the many which have been appearing in the press of the country, indorsing the National Yard and Garden Movement.

Dr. Hedrick Addresses Agronomists

Fifty soils and crops experts from twelve northeastern states, members of the American Society of Agronomy, will meet at the Geneva, N. Y. Agricultural Experiment Station June 22-23, to inspect experiments there and at the State Agricultural College, Ithaca, on: Study of soil bacteria, testing legume inoculants, seed investigation, vegetable crop experiments, orchard soil studies, nursery stocks, root-rot investigations, and fruit and plant breeding.

Dr. U. P. Hedrick will speak on the Station's fifty years of research and the experiments in progress at the present time.

Parcel Post Rates To Change

U. S. Post Office Department has increased fourth class postal rates, effective October 1st, on packages sent short distance. Long distance rates will be reduced so as more nearly to complete with freight rates. The revised rates are as follows:

For local delivery—7 cents for the first pound and 1 cent for each additional two pounds.

First and second zones—8 cents for the first pound and 1.1 cent for each additional pound, in each case a fraction of a cent in the total amount of postage on a parcel to be computed as a full cent; except where the distance by the shortest mail route from the office of origin to the office of delivery is 300 miles or more, the rates of postage shall be 9 cents for the first pound and 2c for each additional pound.

Third zone—9 cents for the first pound and 2 cents for each additional pound.

Fourth zone—10 cents for the first pound and 3.5 cents for each additional pound, in each case a fraction of a cent in the total amount of postage on a parcel to be computed as a full cent.

Fifth zone—11 cents for the first pound and 5.3 cents for each additional pound, in each case a fraction of a cent in the total amount of postage of a parcel to be computed as a full cent.

Sixth zone—12 cents for the first pound and 7 cents for each additional pound.

Seventh zone—14 cents for the first pound and 9 cents for each additional pound.

Eighth zone—15 cents for the first pound and 11 cents for each additional pound.

Fourth-class matter mailed on rural routes will be 2 cents per parcel less for local delivery and 3 cents per parcel less for other than local delivery than the rates listed in the foregoing. The maximum weight for single parcels of fourth class will be seventy pounds.

The date of change was set for October 1st so as to give concerns time to revise prices given in catalogues, to cover increase in rates.

Lining Out Stock.

One of the most complete lists published of EVERGREEN and DECIDUOUS TREES and SHRUBS, SEEDLINGS, CUTTINGS, GRAFTS and TRANSPLANTED STOCK. Write for copy.

Kelsey Nursery Service
50 Church St., New York
Established 1878
Member A. A. N.

BARGAINS HERE

HILL'S EVERGREENS

The Company The Hill Nursery is the largest exclusive Evergreen Nursery in America. Its experience covers over 75 years. (Est. 1855). Hill's stand back of their stock.

The Nursery The nursery covers 650 acres of intensively cultivated land, modern equipment and a highly trained organization. A large volume of business together with every advantage of efficiency in methods and man power, all make for the lowest possible prices.

Hill Stock More than 20 million Evergreens are growing in the Hill Nursery. We grow over 100 varieties of Evergreens covering the best hardy sorts selected over our long business experience.

Hill Leadership Many interesting and exclusive Hill varieties have been produced in this nur-

sery. Seed planted in the Hill Nursery is all from known origin gathered under our supervision in localities known by experience to produce trees best suited to our climate.

Improvement of types is carried on continually as we produce from cuttings and grafts only trees of the finest character.

Shipping Facilities Our location, only 40 miles from Chicago, gives us direct access to all the leading railroads and insures the best shipping service to all points.

Whatever your needs in Evergreens may be, Hill's can serve you well. We can furnish your Evergreen needs at the lowest possible cost consistent with good quality and fair treatment.

WE INVITE YOU TO VISIT US DURING YOUR TRIP TO THE
NURSERYMEN'S CONVENTION IN CHICAGO, JULY 19-21
[Only 40 miles from Chicago]

D. HILL NURSERY CO.

Evergreen Specialists — Largest Growers in America

BOX 402

" " " "

DUNDEE, ILL.

